

*Plain
Talks*



GULF STATES UTILITIES COMPANY
DECEMBER, 1962



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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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Plain Talks

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OUR COVER

SEASON GREETINGS. Our Christmastide cover was designed by Herschel Campbell, artist in Advertising, Beaumont, to show that "keeping our electric service YOUR BEST BARGAIN is everybody's job at GSU" is as true at the end of 1962 as it was at the beginning. No matter what the weather is like or what the season may be, this is a continuing pledge of each of us at GSU. We'll even make our service more dependable in 1963. The staff of PLAIN TALKS, with this issue, wishes all GSU employees, their families and our many friends outside the Company a most Merry Christmas, and a Prosperous New Year.

More Good Years Lie Ahead



T H E
Christmas
a n d N e w
Year season is
traditionally the
time to reflect on
the past and look
toward the future.
Thanks to all of you,
Gulf States has com-
pleted an exceptionally
good year. Overshadow-
ing every other achieve-
ment was your record of
working 4,000,000 consecutive
manhours without a disabling
injury. We connected our
300,000th electric customer. Our
Company now has over half a
billion dollars in plant, and about
two thirds of us have an ownership
interest in that plant. We have
nearly 2,000,000 kilowatts of generat-
ing capability. Use of our electric ser-
vice reached an all time high during the
summer. All these good things, of course,
serve to emphasize that our responsibilities
as Gulf Staters are increasing. But this
challenge to do even better next year, we
accept cheerfully. As Gulf Staters, we can
face the years ahead filled with optimism. The
area we serve has a splendid future. I am con-
fident that, with your help, we will continue to
keep our electric service the wonderful bargain it
is. I hope you and your families have a very Merry
Christmas
and
Happy
New
Year.

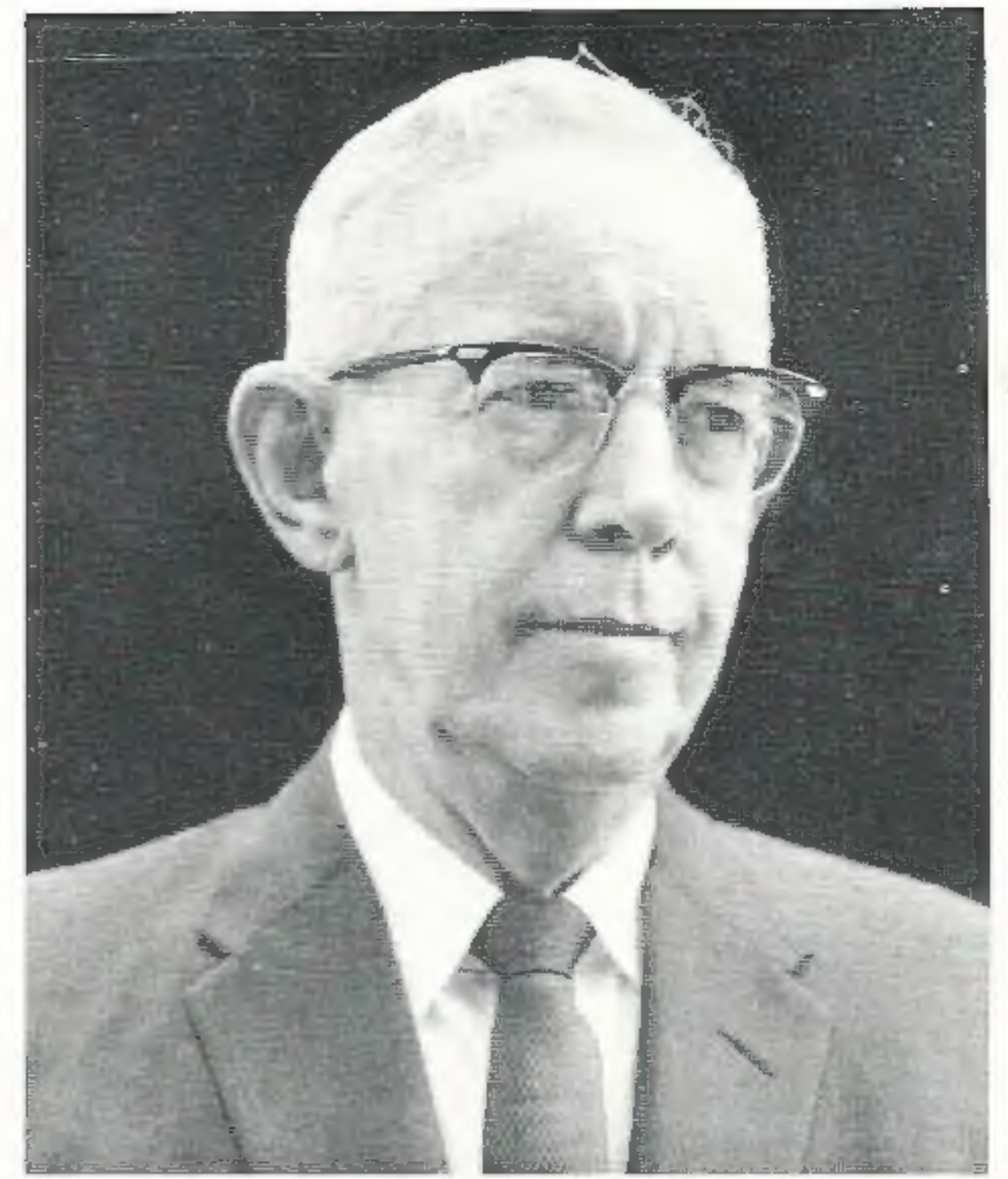
Roy S. Nelson



Mr. Nelson



Mr. Morrison



Mr. Cargill

In Board of Directors action, December 10 . . .

Effective January 1, Mr. Nelson To Retire; Mr. Morrison To Become Board Chairman, Mr. Cargill President; Key Men Advance

CHAIRMAN of the Board Nelson will retire effective January 1, it was announced following the board of directors meeting in Beaumont December 10. Mr. Nelson will continue as a director of our Company.

President Morrison was elected board chairman and chief executive officer to succeed Mr. Nelson. Ralph E. Cargill, executive vice president, was elected president. Robert W. Sherwood, engineering manager, was elected vice president in charge of system engineering, production and production-construction.

Fred F. Johnson, superintendent of sales in Lake Charles Division, was elected vice president and named to succeed Edgar L. Granau as division

manager upon his retirement. All changes are effective January 1.

In other board action, Alan W. Hastings, vice president and assistant to the board chairman, was elected to fill a vacancy on the board of directors.

Mr. Nelson's Retirement Climaxes 48-Year Career

Mr. Nelson's retirement climaxes a 48-year utility career which took him to many parts of the United States and to Puerto Rico and Jamaica in the Caribbean area.

He became president of our Company in 1942 and has led our Company through a remarkable period of growth and progress. Mr. Nelson was

elected to the additional position of chairman of the board of directors in 1959.

Prominent in utility work throughout the U. S., he served for many years as a director of the Edison Electric Institute. He is a vice president and a director of the Texas Atomic Energy Research Foundation and a director of the Southwest Atomic Energy Associates.

A native of Lancaster County, Pennsylvania, he graduated from the Williamson School of Mechanical Trades in Media, Pennsylvania, and joined the utility business with the Blackstone Valley Gas and Electric Company shortly thereafter to be chief engineer of the power plant and office engineer at Middletown, Connecticut. In 1918,



Mr. Sherwood

he became chief engineer and office engineer at Ponce, Puerto Rico.

In 1921 he became chief engineer of the power plant at Port Arthur, then a part of the Eastern Texas Electric Company. He went to Jamaica in the British West Indies in 1923 as general superintendent of the electric company in Kingston. In 1930, he was named manager of the Virginia Electric Power Company at Richmond, Va.

In 1931, Mr. Nelson came south as president of the Baton Rouge Electric Company and the Louisiana Steam Products Company at Baton Rouge. Both properties were later to become part of our system. He moved to El Paso in 1937 as president of the El Paso Electric Company and El Paso and Juarez Traction Company.

Made President in 1942

In March, 1942, with World War II just started, Mr. Nelson moved to Beaumont as president of our Company. He guided our Company through the war years, and during the post-war period was instrumental in triggering the expansion program which has characterized our Company since the war's end.

Mr. Nelson is chairman of the Beaumont Committee of 100, working on a city master plan. In 1959, he was awarded a certificate of membership in the Lamar Citation Club of Lamar State College of Technology for his support of the Lamar Tech Land Development Fund. He was chairman of the successful Community Chest drive in 1952 and served as president of the United Appeals board of trustees in 1955 and 1956.

In 1956, for his many years of distinguished leadership in civic, church and cultural organizations, Mr. Nelson received the Golden Deeds Award of the Exchange Club of Beaumont. In



Mr. Johnson

1958, he received the fifth annual Isaiah VanSant Williamson Award from the trustees of Williamson School of Mechanical Trades.

Mr. Nelson is a member of the board of directors of Tennessee Gas Transmission Company, of the First Security National Bank, of Beaumont Savings and Loan Company and of Schlesinger's Home. He is a member of the Rotary Club of Beaumont and an elder in the Westminster Presbyterian Church of Beaumont.

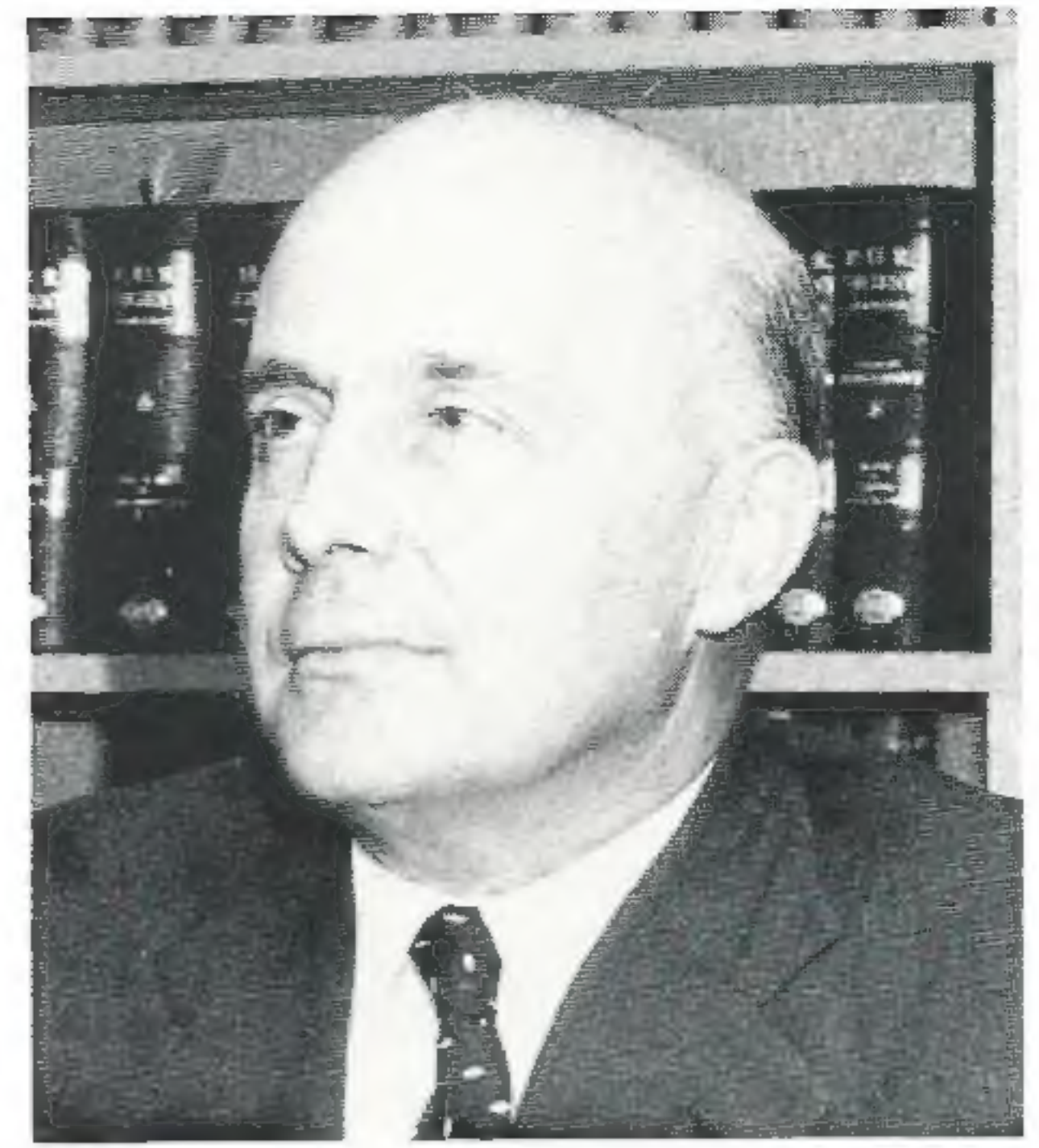
Mr. Morrison Has Been President Since 1961

Mr. Morrison, president since August, 1961, joined our Company in 1947 in Beaumont as assistant to the president. He was elected vice president in 1954, executive vice president in 1955 and a director in 1957.

An electrical engineer graduate of Nova Scotia Technical College, Mr. Morrison went to work for the Nova Scotia Tramways and Power Company in Halifax in 1924. In 1925, he was transferred to Key West, Florida, as assistant to the manager of the electric power company and in 1926, moved to the Savannah Electric and Power Company as assistant to the general operating superintendent. Mr. Morrison later worked in New York as assistant to the executive vice president of Engineers Public Service Company and as utility analyst and, at different times, as assistant to the president.

Mr. Cargill Has Many Years Of Utility Experience

Mr. Cargill, elected executive vice president in 1961, is a native of Livermore Falls, Maine. He received his



Mr. Hastings

electrical engineering education from Lowell Institute. He worked for General Electric Company, attending that company's engineering and test schools. Later he worked for New England Bell Telephone Company.

Mr. Cargill joined GSU in 1925 and advanced through several engineering and operating jobs in different parts of our system before being promoted to operating superintendent of the Beaumont Division in 1942. In 1946, he became system operations manager. He was elected a vice president in 1955, assuming responsibility for operations and system engineering. In 1958, he assumed the additional responsibility for system power production.

Mr. Cargill has had direct charge of managing and carrying to ultimate completion the many projects undertaken by Gulf States in the big expansion program begun in 1947. He has been a director of the company since 1959.

Mr. Sherwood

Mr. Sherwood, a native of Westport, Connecticut, received both a BS and a MS in electrical engineering from Massachusetts Institute of Technology. He gained utility experience with the Columbus (Ga.) Electric and Power Company, the Puget Sound (Wash.) Power and Light Company and the Ponce Electric Company in Puerto Rico.

Mr. Sherwood came to work in 1934 as assistant superintendent in the Lake Charles electric department.

In 1944, he was transferred to Beau-

(Continued on page 4)

(Continued from page 3)

mont as standards engineer and advanced through several top engineering supervisory jobs. He was named engineering manager in 1955.

In addition to his two electrical engineering degrees from M.I.T., Mr. Sherwood studied accounting for two years at L.S.U.

Mr. Johnson Named Vice President

Mr. Johnson, a native of Hickory, Mississippi, and a graduate of the LSU Law School, joined our Company in 1927 in the Baton Rouge Sales Department. In 1929, he transferred to Beaumont as director of the Company's self-improvement program.

During his time in Beaumont, Mr. Johnson served as first president of the Optimist Club and was a member of the board of the YMCA. He was also active in the Young Men's Business League.

He served in various sales positions in Beaumont and later in Navasota before transferring to Lake Charles in 1942 as supervisor of customer services.

Mr. Johnson advanced to superintendent of customer services in 1943, to superintendent of residential sales in 1945, and to superintendent of sales in 1947.

Active Civic Worker

An active civic worker, he was recently named winner of the 1962 Lake Charles Civic Service Award by the Association of Commerce.

He has served as chairman and president of the Calcasieu United Appeals and as president and lieutenant governor of the Kiwanis Club. For his years of work with area Boy Scouts, he earned the coveted Silver Beaver Award. He has also worked for years, as board member and officer of the YMCA. He is a director of the Better Business Bureau and has served as a member and chairman of the board of the First Methodist Church.

Mr. Johnson is past president of the Lake Charles Golf and Country Club and is active in the Association of Commerce.

Mr. Hastings Named To Board

Mr. Hastings is a native of Nebraska and a graduate of Haverford College,

where he was a member of Phi Beta Kappa. He received his BS degree in electrical engineering from the Massachusetts Institute of Technology. He has worked in public utilities most of his business life and joined Gulf States in Beaumont in 1955 as assistant to the president. He was named a vice president in 1960.

Prior to coming to Beaumont, Mr. Hastings had worked in New York City for 25 years and lived in Montclair, New Jersey, where he was, at various times, president of the Community Council and Chairman of the Budget Committee of the Community Chest.

Since he has been a citizen of Beaumont he has been elected to the Boards of the Community Council, the United Appeals, the YMCA, and the Trinity-Neches Council of Boy Scouts, and has been finance chairman of the latter organization. In 1959, he was presented the Silver Beaver Award by the Trinity-Neches Council. He is also vice chairman of the Committee of 100. He is a deacon of St. Andrews Presbyterian Church.

Mr. Granau Retires After 42 Years

Mr. Granau will retire January 1 after more than 42 years in the electrical industry.

Mr. Granau, a vice president since 1956, has also served as manager of the Beaumont and Navasota Divisions.

He began his electrical career in Port Arthur as a meter tester in 1920 for Eastern Texas Electric Company, following his graduation from Texas A&M College with a bachelor of science degree in electrical engineering. In 1921, he went to Boston where he was employed in the Statistical Department of Stone and Webster Engineering Corporation. A year later he moved to Rhode Island.

In 1925, he came back to Beaumont and our Company, now known as Gulf States Utilities Company, as an assistant electrical engineer. Later that year, he was named assistant to the superintendent, Beaumont T&D. He was transferred to Port Arthur in 1927 as superintendent of distribution. He remained in Port Arthur until he was named district superintendent in Liberty. He was made manager of Navasota Division in 1942, Beaumont Division in 1954, and Lake Charles Division in 1956.

Mr. Granau is a native of Bellville, Texas, and served as a private in the Signal Corps during the First World War. Mr. and Mrs. Granau plan to



Mr. Granau

continue making their home in Lake Charles following his retirement.

Active In Lake Charles Affairs

Very active in Lake Charles civic and social organizations, Mr. Granau is a director of the Association of Commerce, a trustee, Public Affairs Research Council of Louisiana, a member of the Intracoastal Canal Association of Louisiana and Texas, a sustaining member of the Texas Water Conservation Association.

He is a member of the Southwest Louisiana Mutual Aid Association, a member of the Southwest Louisiana Safety Council, a honorary member, Industrial Management Club of Lake Charles, a director PAVE Organization (Prepare a Vigilant Electorate), a member of the Calcasieu Area Council Boy Scouts of America, a sustaining member of the Lake Charles YMCA, a sustaining member of the Art Associates of Lake Charles and a member of the Rotary Club of Lake Charles. He is a member of the Episcopal Church of the Good Shepherd in Lake Charles.

Memberships in professional organizations are: the Electrical Engineering Honor Society ETA-KAPPA NU Chapter-GAMMA-MU, and a registered professional engineer, electrical and mechanical, of the State of Texas.

Present at the board meeting were Messrs. Nelson, Morrison, Cargill, E. L. Robinson, L. M. Welch and Will E. Orgain, of Beaumont; H. E. Brown, E. A. Werner, and C. P. Manship, of Baton Rouge; Munger T. Ball, Port Arthur; and Edward H. Taussig, Lake Charles.

1962 CATALOG

Central Catalog Library

Our Company maintains comprehensive library in Purchasing

By: J. P. FRENCH, Retired Purchasing Director

(This feature appeared in the August, 1962, Utility Purchasing and Stores Magazine and is reprinted here by their kind permission.)

SEVERAL years ago a definite need was evident for a revised system or method of handling catalogs in System Purchasing.

At that time, the purchasing agent, as well as each buyer, kept his own set of catalogs and price sheets, and due to the lack of time or designated responsibility, they were generally out of date and could not be depended upon.

After considerable study, we decided to call in for consultation, representatives of the business survey department of the Remington Rand Company with the idea of developing a catalog library complete with necessary index references. As a result, a catalog library was established with all up-to-date catalogs, price and discount sheets.

A card file, similar to a file you might find in any public library was obtained and all catalogs were listed alphabetically by manufacturer, distributor and trade name and cross-referenced. The addresses on the manufacturer, distributor and jobber were shown. A symbol on the card file indicates whether the catalog is filed in shelves or in the filing cabinets.

Color Code Used

Chaindex cards are used in the card filing cabinet and a color scheme is carried out indicating the various information required. Samples of the Chaindex cards indicating the cross-



PURCHASING'S CATALOG LIBRARY. Glenda Dunn, librarian in the 14th floor library room, selects a catalog from a shelf, while Jack Folmer, section head, Standards, uses one of the catalogs.

(Continued on page 7)

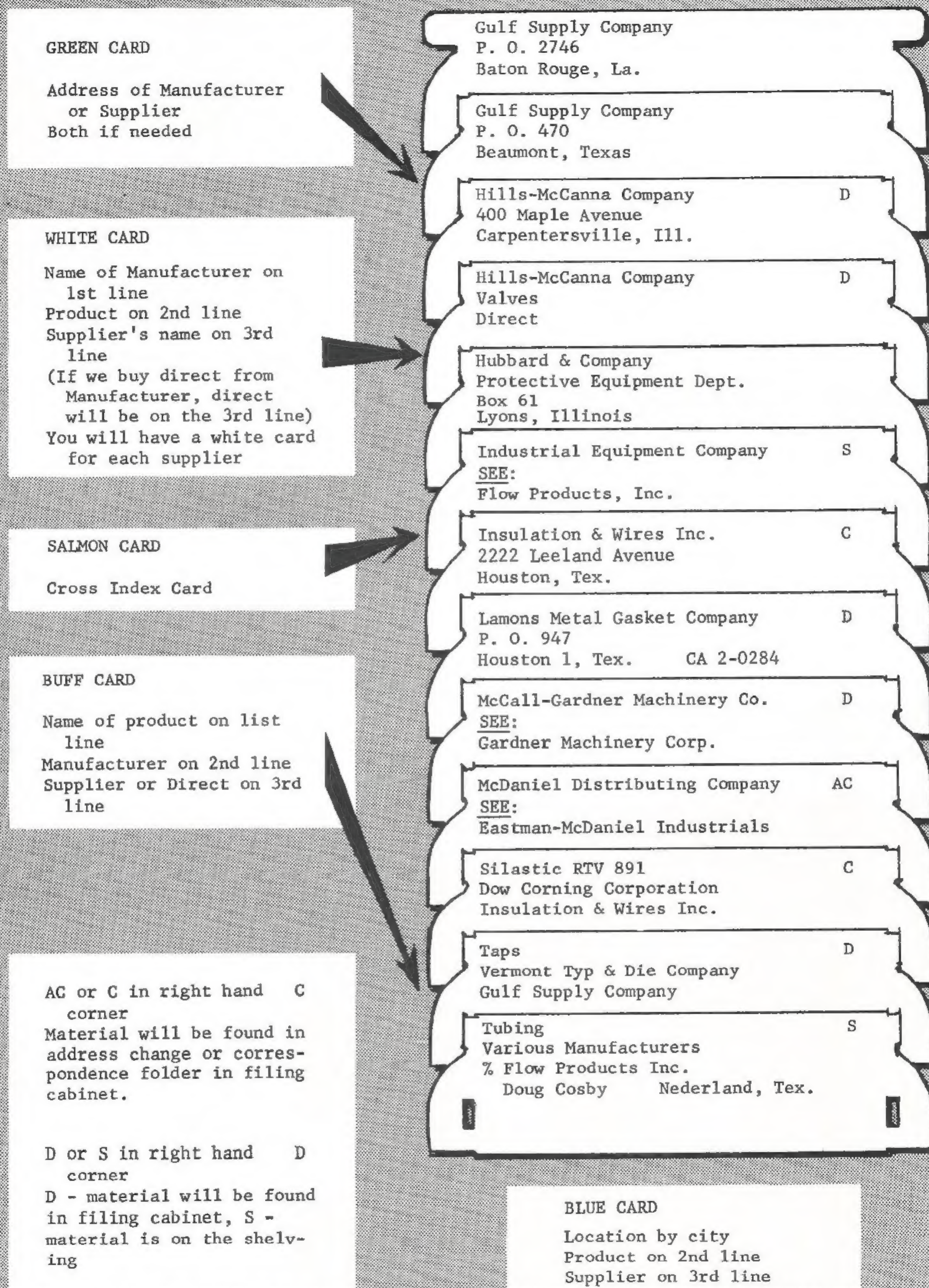


FIG. A. Color coded Chainindex cards are maintained in special filing cabinet to enable librarian to locate material for uses by commodity, brand, supplier, manufacturer, location by city, etc. Changes or addi-

tions can be made easily as cards can be easily removed from the file and new cards inserted in correct alphabetical sequence.

reference information are shown in Exhibit A. The information shown on the cards is as follows:

White: Manufacturer type of product, supplier of product
Buff: Product, manufacturer, supplier of product
Green: Supplier of product, location by city and address
Blue: Location of supplier, city, type of product and the supplier
Salmon: Cross-reference

All manufacturers or suppliers furnishing catalogs have been requested to mail any new catalogs, revised catalog sheets, price sheets, or discount sheets direct to Gulf States Utilities Company, Purchasing Department, Catalog Library, Beaumont, Texas.

We request that these be mailed direct to the library rather than to the Purchasing Department to assure us of getting them immediately after publication. When addressed to the catalog library, they are not opened in the mail room but are forwarded intact to the library, eliminating the possibility of losing any of the new material.

Any employee requesting a special catalog makes the request through the library. After the catalog has been received, it is recorded and referred to the person requesting it, and later returned to the library for permanent record.

A librarian is employed to maintain the library, keeping new sheets filed and catalogs on a current basis. In a few instances duplicate catalogs are maintained. Where the buyers have occasion quite frequently to use one catalog, the duplicate is charged out permanently to the buyer and one is kept permanently in the library for use by engineers. The librarian, however, is responsible for keeping up both catalogs.

Sufficient steel shelving has been installed in the library room to take care of the number of catalogs required. Four drawer standard filing cabinets are used to file loose leaf material information kept in folders. A table and side chairs are furnished for use by individuals checking catalogs in the library. A stenographer's desk and chair with typewriter are used by the librarian.

"Out" cards are used for both the catalogs in the shelves as well as the information in the filing cabinets. Samples of the cards used are shown in Figure B. These are cards generally used for correspondence but adapted for library use. Whenever a catalog is taken from the library, an out card is put in its place to show who has it.

As new catalogs and price discounts are received, they are stamped indicating the date received in the catalog department.

Other descriptive information, literature, or pamphlet catalog which we find desirable are routed to various individuals throughout the department by using a catalog file routing slip.

By keeping one set of catalogs, we have cut down considerably the time required to file new sheets and keep them up-to-date, and by having an experienced person do the work, it takes less filing time. The library has eliminated the duplicate sets maintained by the various buyers in Purchasing as well as eliminating the need for a set of catalogs in Standards.

The library was completed and put into service during 1957 and has been in operation since that time. The system has worked very satisfactorily and thus far we have found need for very few minor changes.

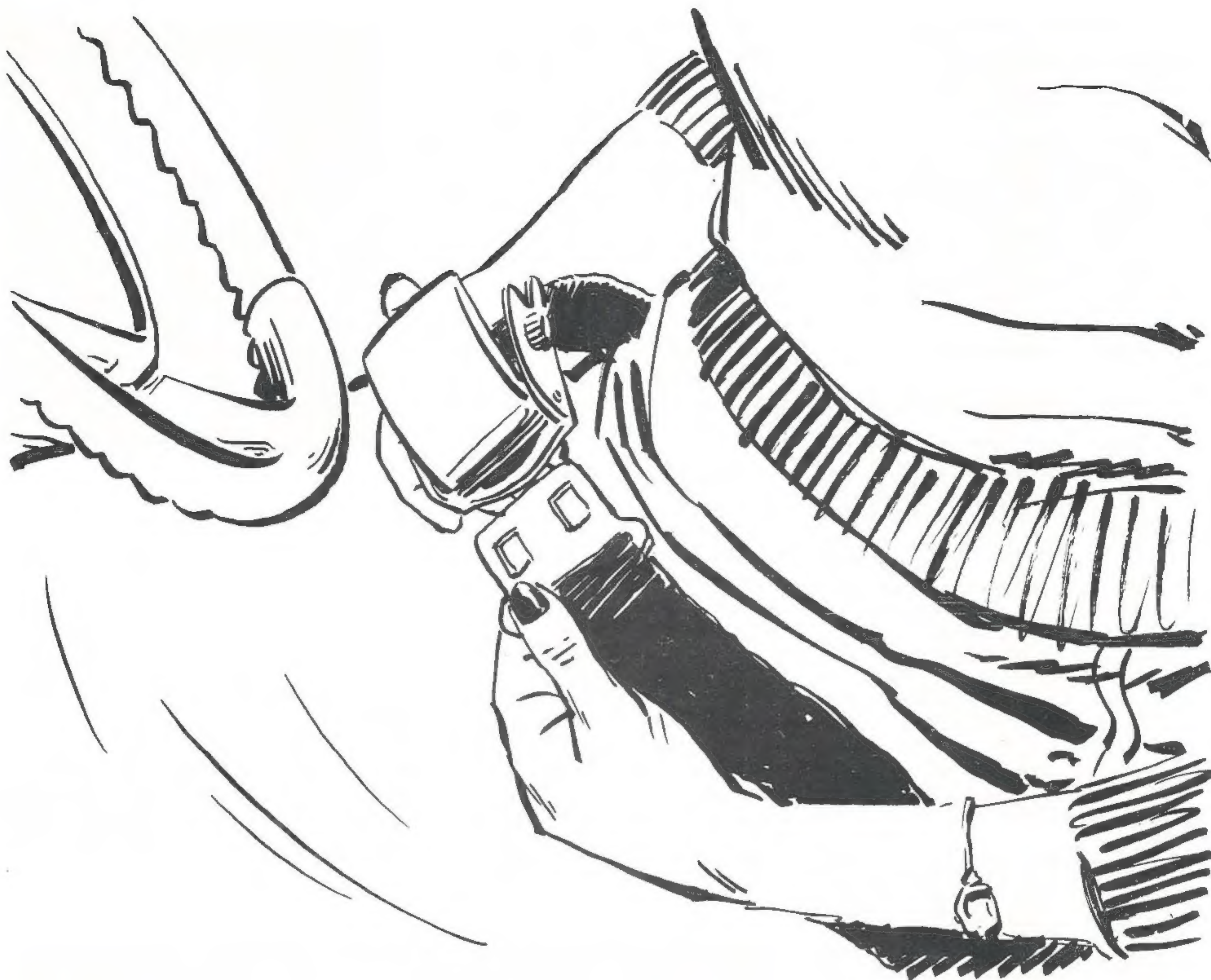


In addition to the catalogs in the library, quite a few reference books, trade magazines, and telephone directories are kept. The librarian is responsible for, in addition to the duties of maintaining the library, filing new tariffs and supplements in the tariff files in the office of the traffic supervisor.

John P. French retired October 1. He had been director of purchasing since 1957 and had purchasing experiences with our Company going back to 1926.

[illegible]

FIG. B. Out cards are used to show removal of catalog from file. These have been adapted to library use from general correspondence file.



Proven by experience . . .

SEAT BELTS SAVE LIVES!



A company serviceman went on a trouble call in a rural area after dark recently and upon returning to town had to cross a new road bed. The soft dirt caught a rear wheel and caused the truck to swerve, hit a fill bank and turn upside down.

When the wreck was discovered a few minutes later, the rescuers found the driver suspended in mid-air by his safety belt. He had suffered no injuries.

In another accident, an employee was traveling at 45 mph on a rain-slick state highway when his car went into

a skid as he approached a curve in the road. The front of the car was completely demolished as it slammed into a row of trees. The driver was buckled in with his seat belt. His only injury was a sprained wrist. Later investigation revealed that the rear wheels froze as he started around the curve.

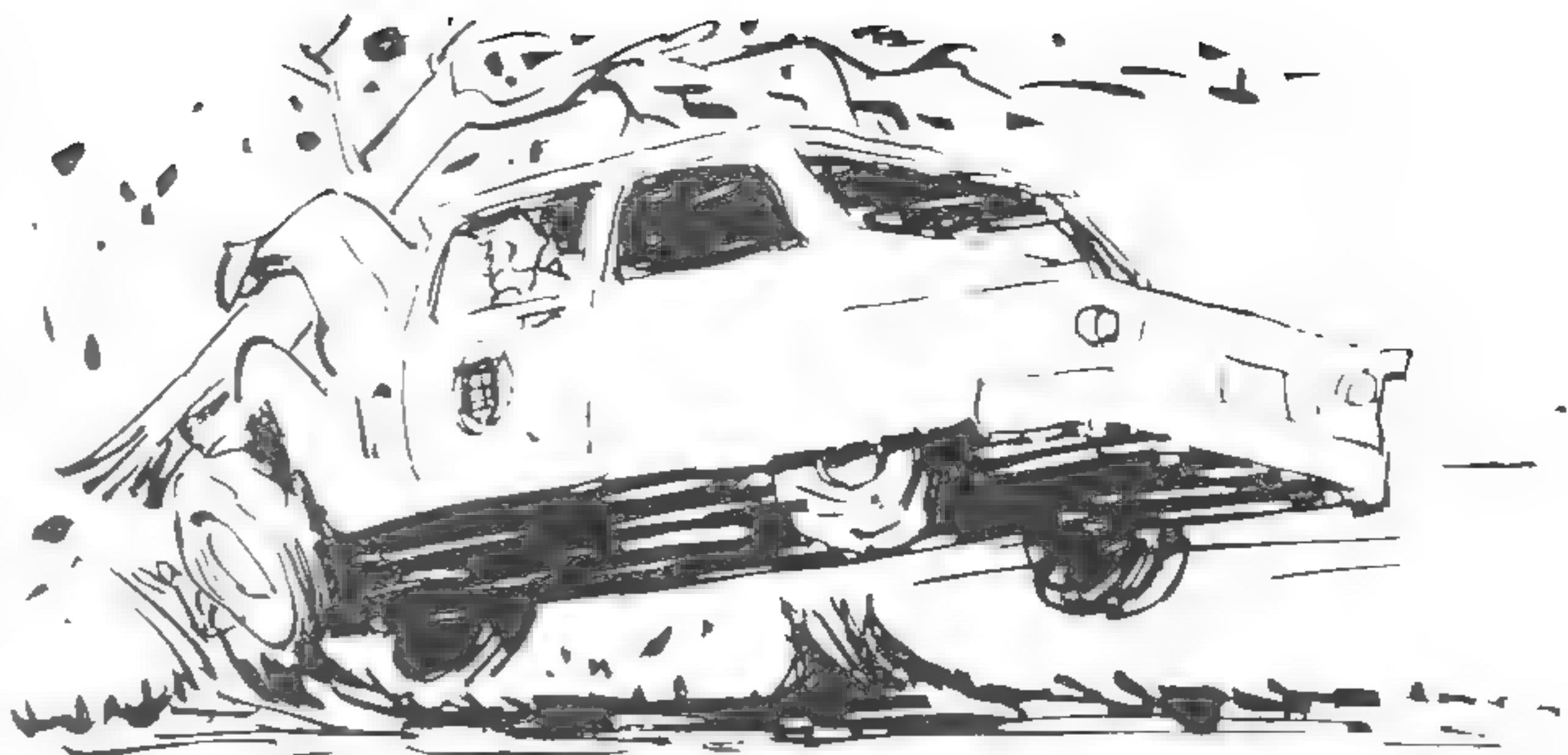
A third accident occurred late at night during a rain storm when the headlights revealed a dog in the middle of the right lane. The driver pulled the steering wheel to the left and ran head on into a large truck. The car was a total loss. The driver suffered broken ribs, broken arm and a broken ankle. If it had not been for his safety belt every bone in his body would have been broken.

First Seat Belt Installed Five Years Ago

"These accident reports are only three of the more than 20 major accidents that have occurred since seat belts were first installed in company vehicles about five years ago," said Frank Jones, safety director, Beaumont. "These are all accidents that could've produced fatalities. We could cite any one of these other reports. But the impressive point made clear in each story is the same. Seat belts definitely save lives and prevent serious injuries."

These company records are backed up with National Safety Council statistics which show that more than one-third of the 40,000 lives lost yearly in auto accidents could be saved by use of seat belts.

All safety authorities and organizations recommend the use of seat belts—including the American Medical Association, American Society of Safety Engineers, National Safety Council and the U. S. Public Health Service. In many states, law now requires all new cars to be equipped with seat belt moorings.



Some Objections

Many people say they don't want to be bothered with seat belts that it takes too long to put them on and take them off. But actual time checks prove it takes slightly less than three seconds to hook up a seat belt and only one second to release it.

A Gift Suggestion

Any employee desiring information about purchasing safety belts for their personal cars are asked to contact their superintendents or the safety-claims agent for their divisions. Why not give the family a good gift . . . SAFETY?

Others claim they may be knocked unconscious and will not be able to release their belts if the car catches fire or is submerged in water. It has been proven that a motorist has a much better chance of remaining conscious in an accident if he is strapped in with a seat belt. Accident records also show that fire and submersion occurs in only three out of every 1,000 auto accidents.

A few persons will still maintain

they will actually be safer if they are thrown out of the car during a collision.

Again, it has been shown that chances of being killed in an auto accident are five times greater if you are thrown from the car. And another study shows that car doors pop open in 72 per cent of all auto crashes.

Another objection comes from motorists who claim they never drive fast or travel long distances. Contrary to popular notion, seat belts offer important protection at moderate speeds.

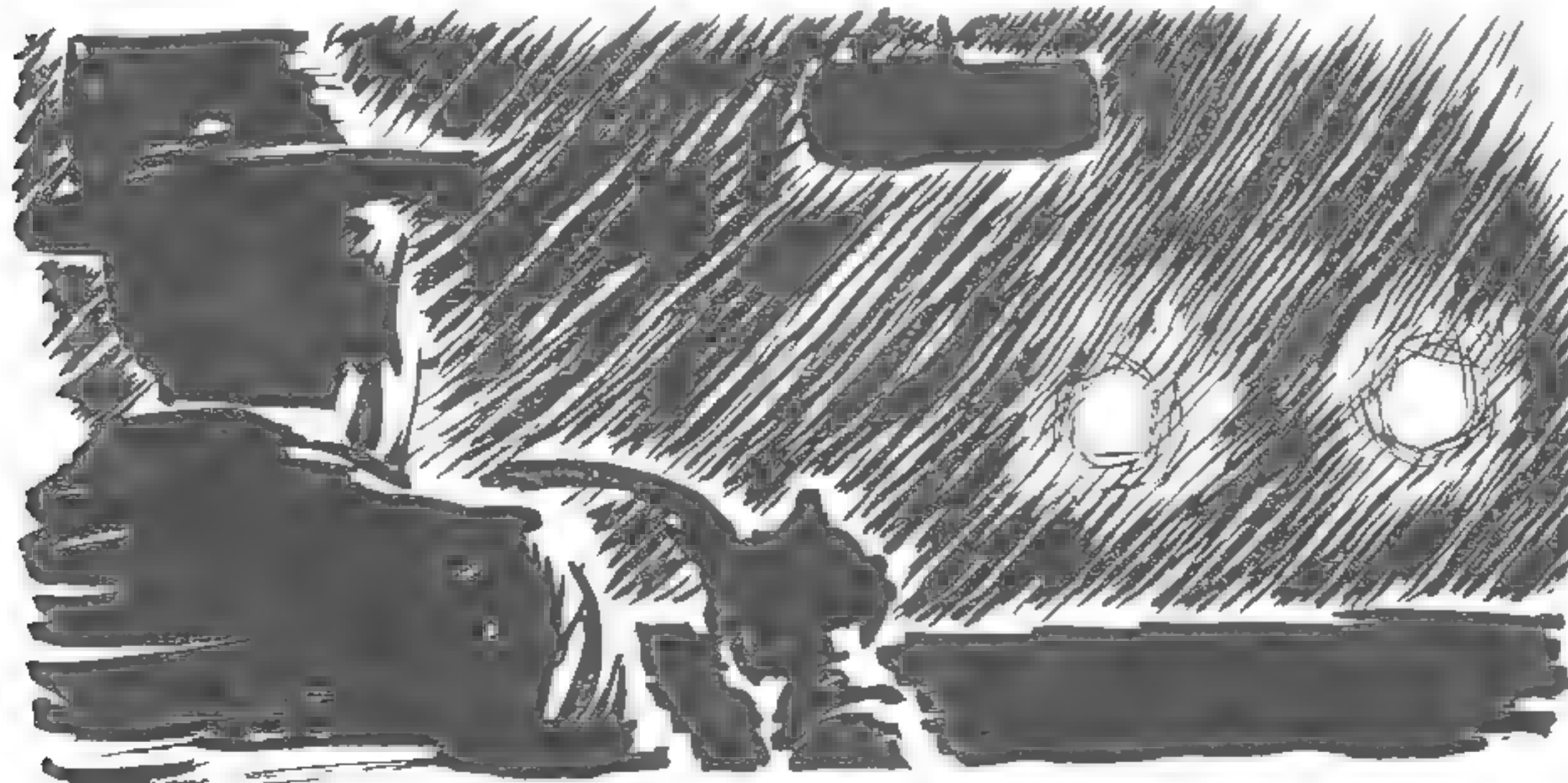
More than half of all total crashes involve speed of less than 40 mph. But even when traveling at only 20 mph, the forward thrust of a human body is equivalent to falling from a one and a half-story window.

Three Out Of Four Killed Near Home

Also three out of four auto deaths occur within 25 miles of home. According to the National Safety Council, half of the victims during last year's Fourth of July holiday accidents were killed only ten miles from home. And more than a third lost their lives within five miles of their front doors.

The best way to avoid injury or death in an automobile accident is not to have one. But with 74 million vehicles using the three and half million miles of highways this is not easy to do.

Your accident could happen at any time or place. Accidents have proven that a seat belt will keep you safer and may save your life. Will one keep you safe if you have an auto accident?



Hold On to Payroll Check Stubs

. . . income tax
time is getting near!



"Hold on to that stub, Bub!"

CHRISTMAS is fast approaching, and what follows as surely as night after day? That's right—income tax time, and whether you look forward with anticipation to a refund or with agony to what you have yet to ante up, the filling out and filing of the income tax return is a tedious task.

When putting together a puzzle it helps to have all the pieces, and among the most important pieces in this case are the stubs from your payroll check that show your contributions to united fund drives and deductions for Blue Cross and Major Medical insurance. Do you have these stubs handy when you start to fill out your returns, or are you one of the growing number of Gulf Staters who attempts to transfer this burden of personal record-keeping to the Payroll Department?

Ken Jumel and Eleanor Triplett, supervisor and assistant supervisor, respectively, of confidential records and payroll accounting, report that their department is getting more and more calls around the first of each year from employees who need information on deductions. This information, they remind, is reported faithfully each payday on the check stubs which our Company for years has been urging employees to detach and save. To complicate matters, these requests come at a time of the year when the department is already weighed down with tax reports to federal and state governmental authorities.

Just as any other receipts kept for income tax purposes, these payroll stubs should be retained for at least three years to cover a possible audit of your

return by the Bureau of Internal Revenue. In some instances it has been necessary for payroll personnel to go to the vault to dig out old records in order to assist Gulf Staters whose past returns were under scrutiny.

"If the trend continues and the burden to Payroll becomes too heavy," Mr. Jumel said, "it is conceivable that a policy might be adopted prohibiting the giving of further information to employees on payroll deductions except in cases of extreme emergency. It would be unfortunate if we were forced into this position. Please save those pay check stubs."

This reminder is, of course, too late for this year, the Payroll supervisor acknowledged, but it is just in time to get every Gulf Stater off on the right foot for next year.

*Under the skilled
hands of Nelson
Station operations
foreman . . .*

Pieces Of Wood Become Objects Of Beauty

UNDER the skilled hands of E. C. "Skipper" McGehee, control operations foreman, Roy S. Nelson Station, a piece of wood becomes a thing of beauty.

"Skipper" refers to himself as a "whittler"; most of his wood carvings he has done with a pocket knife. However, his last work of art, Quan Yin of Late, the Goddess of Mercy, was sculptured.

The beautifully brought forth statue took about six months to finish and now is displayed in the garden of Captain and Mrs. Harry Chalkley, 921 Iris, Lake Charles. The 65-inch-high sculpture was carved from the solid trunk of a magnolia tree.

When asked how he could part with something to which he has given so much time and energy, such as the statue of Quan, he said, "I get very little pleasure out of something when it's finished. The challenge is the thing."

And Skipper has been challenged quite often, for his works are displayed in homes from New York to California, in the Midwest and on the Gulf Coast. Owners of his wood carvings in Lake Charles, besides the Chalkleys, are Miss Lillian Ferguson, Mrs. Frank Gibson, Mr. and Mrs. Herbert Freeman,



A THING OF BEAUTY. E. C. "Skipper" McGehee, control operations foreman, Nelson Station, exhibits his most recent wood sculpture, Quan Yin of Late, the Goddess of Mercy. Carved from the trunk of a magnolia tree the sculpture took six months to finish. Other carvings in this book-lined room, turned out by "Skipper", are (on the shelf, left to right): Zepyher, out of Oregon pine; a Chinese pirate head, out of black magnolia; Audrey (a figure representing the hurricane), out of cypress; a head carving of himself and one of his wife, Anne, out of cypress. (Photo by Sam Guillory, feature material furnished by Anne Q. Smythe, society editor, Lake Charles American Press.)

Mr. and Mrs. Jim Perkins, Mrs. S. Hatchett, Mr. and Mrs. Paul Shaffer and Rev. and Mrs. Harold Bott.

He also carved the office lights for St. Michaels Church and the office lights, pulpit and lectern in All Angels Church in Lake Charles. Other churches in Louisiana and Texas have pieces of handicraft turned out by this master craftsman.

He has also held a number of one man shows, one in Baton Rouge in October, 1959, at the State Library, another in October, 1958, in the Lake Charles Public Library. Mr. McGehee said, "I'm now planning to have another one man show sometime in the spring."

Skippers "whittling" does not take

up all of his spare time, he has also found time to co-author a guide for a River Road tour, a trip following the Mississippi between Baton Rouge and New Orleans into the past featuring the ante-bellum homes of Louisiana as well as the color slides of each home.

Skipper and his wife, Anne, live on Moss Street in an old house that is filled with books, works of art and relics of foreign travels.

Mr. McGehee said that the figures he produces is decided by the wood itself. He has no draft or plan.

He explained further, "If God put it in the wood, it's my challenge to bring it out . . . I'm not an artist, but I hope I'm a master craftsman."



PRACTICE IN READING MONITORING INSTRUMENTS. Class of Gulf Staters and city of Beaumont employees learn to use monitoring instruments to determine intensity of radiation in a course for radiological monitors held at the Beaumont Service Center. A total of 83 persons attended the four eight-hour courses last month. Two more are scheduled next month. Readings were taken from the monitoring instruments at different distances from the radiation source and then compared later in a classroom. In foreground wearing pistol is Beaumont city policeman.

*Company continues preparedness program
as essential employees attend courses and become . . .*

Our Radiological Monitors

A total of 83 persons learned to use instruments to measure radio-activity in four eight-hour courses held at the Beaumont Service Center last month. Of this number 72 were Gulf Staters and 11 were from outside our Company—nine from the city of Beaumont and two from Southwestern Bell Tele-

phone Company.

The purpose of the courses is to teach certain essential persons to be radiological monitors for such Civil Defense operations as decontamination, communications and security teams. Both supervisory and classified employees are being trained. The classified

employees have been selected from jobs which are manned 24 hours a day.

Taught By Certified Instructors

Jim Towers and Anders Poulson of the Safety and Training Department, certified instructors, are teaching the courses with assistance from Doug Watkins, engineer at Neches Station who has been temporarily assigned to Safety and Training as system civil defense coordinator. Each course is divided into classroom work and field exercises in which the participants actually practice the use of monitoring instruments to measure intensity of radiation.

Radioactive material used in the field exercises is from Industrial Radiography Laboratories of Beaumont and handled by J. H. Stewart. Radiological monitoring instruments are borrowed from the Jefferson County Civil Defense Office.

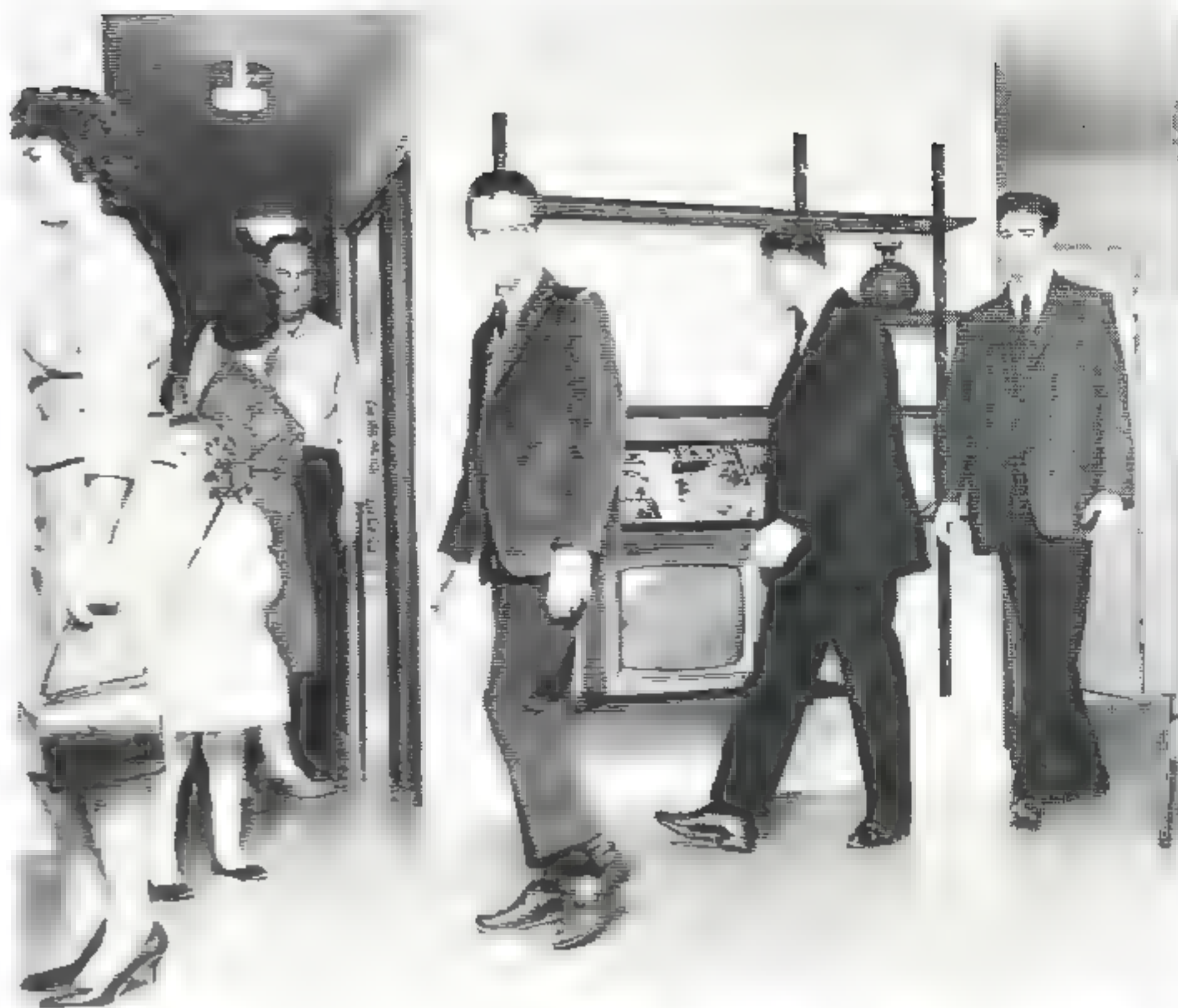
Two more courses are scheduled to be taught in January.

Employee Program

In conjunction with these classes for monitors, the Safety and Training Department is staging one-hour classes for all employees on measures for individual protection from radiation and radioactive fallout. The dangers and effects of radiation are presented in a slide talk, after which employees attending are urged to prepare themselves and their families for any possible emergency, including planning how to get together and where to find shelter.

Each person attending is given a packet of informational material as a supplement to the slide talk. The material includes a fact sheet on what to do in case of nuclear attack, pamphlets on fallout protection and fallout shelters, a check list of supplies to have on hand and where to find them in the home and explanatory information on the characteristics of radiation and radiation decay.





*Baton Rouge residents turn out
in record number for week-long showing of . . .*

Parade of Total Electric Homes

AN estimated 8,000 to 12,000 persons turned out to view the nine new homes featured in the Parade of Total-Electric Gold Medallion Homes November 11-17 in Baton Rouge.

Modern all-electric living was the theme of the home show, which was sponsored by our Company and nine homebuilders of Baton Rouge with a host of Baton Rouge businesses participating. The nine newly completed homes, located in various sections of the city, were valued at approximately \$250,000.

The home show was the largest and most widely publicized of its kind ever held in Baton Rouge. A big advertising and promotional campaign preceded the Parade and attracted thousands of visitors on the first day, a Sunday. During the week a steady stream of people toured the new homes each afternoon. Then, thousands again turned out for the final weekend despite generally unfavorable weather conditions.

Eight of the homes were furnished to give visitors a true picture of their

size and livability. Each person was given a beautiful 20-page brochure describing all the homes in the Parade and listing the outstanding features of each. The brochure was prepared by the Advertising Department and printed in Baton Rouge.

Builders participating in the Parade were Albert H. Hart, Buddy Eanes, Bob Lawrence, T & R Builders, Jack J. Harelson, Cliff Strahan, Thomas R. Walker, John R. Downing, and Paul O. David Jr.



BATON ROUGE WINNER. Pamela Raborn, daughter of Dewey Raborn, Louisiana Station, receives her \$25 savings bond from J. C. Fleming, operation supervisor at Louisiana Station, for her safety entry which was judged as one of the best entries in the Honorary Hard Hat contest.



BEAUMONT WINNER. Paul Anawaty, son of P. M. Anawaty, Beaumont T&D-Substation, is presented his \$25 savings bond by Floyd Smith, operating superintendent, Beaumont Division. Paul received his award for two prize winning entries he submitted in the contest.

Children's honorary hard hat safety contest ends . . .

Two Children Named Winners of \$25 Bonds

PAUL ANAWATY, son of P. M. Anawaty, Beaumont T&D-Substation, and Pamela Raborn, daughter of Dewey Raborn, Louisiana Station, have been named winners of the two \$25 savings bonds for the best slogans sent in during the Honorary Hard Hat Safety Contest. The announcement was made by Frank Jones, system safety director, Beaumont, after the judging was completed last month.

"We got so many good entries from our kids," said Mr. Jones, "That, although we first announced that only one bond would be awarded, we decided to give one to each of these children."

Paul received his bond for not one but two entries: "Remember . . . accidents don't always happen to the other fellow. One could happen to you! No

one can be TOO careful!" and "Safety is a full time job—at work—at home—at play. Don't let an unavoidable accident spoil your fun!"

Pamela sent in her prize winning slogan in verse form:

"Safety around our house
Is the thing you see
Said Dad to Mom, Jim, and Me.
So, by being careful
You won't cause a fuss,
Remember Daddy loves all of us."

Winners in our final month of the contest were Jay Hawkins, son of Jack Hawkins, System Relay, Beaumont, and Craig Hebert, son of L. P. "Sonny" Hebert, Port Arthur Line. Jay is nine years old and a fourth grader at Vidor Grammar School and Craig is an eight year old second grader. The subject

of the final contest was Safety at Christmas.

Jay sent in this sage advice: "Children should not play around Christmas trees. They should not play with the lights, because they may get killed by the electricity."

Craig gives us this good advice from his dad: "My daddy never puts electric wires on the aluminum tree. He keeps all wires away from the drapes and cotton. For the outside lights, he always uses weather-proof wiring, and sees that it is properly fused. He also keeps all spotlights away from the paper decorations."

In the past six months our children have repeated many of our very own words on safety. So Mom and Dad, on the job or at home, let's practice what we teach our young ones and have **A SAFE NEW YEAR.**



PORT ARTHUR WINNER. Craig Hebert, son of L. P. "Sonny" Hebert, Port Arthur Line, receives a hard hat from Howard Mack, division engineer, for his safety contest entry.



BEAUMONT WINNER. Jay Hawkins, son of Jack Hawkins, System Relay, Beaumont, receives a hard hat from Harry Leicht, relay foreman, Beaumont, for his winning entry.



Mr. Risher



Mr. Prejean

Top ten list . . .

Annual KWH Useage in Area Nears 5,000

THE end of August found our residential customers using an average of 450 kilowatthours above the annual national average. Our annual residential consumption is now 4,643 KWH while the national average is 4,193 KWH per year.

By October 31, nine of the top ten districts had an average home customer useage of more than 5,000 KWH with one district averaging more than 6,000 KWH. Our Company now has more than 266,014 home customers, an increase of 767 over a year ago.

Port Arthur Division's Mid-County district is number one in Top Ten listings with 6,136 KWH per residential customer. Others are: Orange, 5,906-KWH; Beaumont, 5,594 KWH; Baton Rouge, 5,500 KWH; Liberty, 5,290 KWH; Port Arthur, 5,174 KWH; Lake Charles, 5,171 KWH; Sulphur, 5,043 KWH; Vidor, 5,015 KWH; and Sour Lake, 4,711 KWH.

Treasury Announces Changes For Storeroom Personnel

THE promotion and transfer of J. E. Prejean, Orange storekeeper, to storeroom supervisor in Lake Charles Division, and the transfer of Luther Risher, Lake Charles storeroom supervisor, to Beaumont were announced last month.

Risher Moves to Beaumont

Mr. Risher, who has been supervisor of the Lake Charles Storeroom since 1952, has been an employee of our Company since July, 1936, when he began working as a messenger in Lake Charles. In 1937, he was made a customer's clerk and was transferred, in 1938, to Jennings in the same position.

He was moved back to Lake Charles in April 1941 where he was a clerk until he left for military service in May. He was discharged from the Army in 1945 as a first sergeant and returned to Lake Charles as a stores clerk. In 1946, he was promoted to storekeeper. His transfer to Beaumont was effective November 1.

He is a native of Alexander, Louisiana, and received his education in Lake Charles. He is married and has five children, James Edward, 14, a seminary student in Lafayette, Linda Marie, 12, Peggy Ann, 9, Nancy Rose, 4, and Susan Gail, 20 months. In Lake Charles, Mr. Risher was a member of St. Margaret's Knights of Columbus,

Council 3208 and the Industrial Management Club of Lake Charles. He is known throughout our system for his golfing and bowling interest. He was secretary-treasurer of the Industrial Bowling League and for the past eight years has been responsible for the preparations for the Lake Charles District Children's Christmas Parties.

Prejean Named Supervisor at Lake Charles

Before being named storeroom supervisor in Lake Charles Storeroom, Mr. Prejean had been storekeeper in Orange since 1952 when he was transferred from Lafayette. He began working for our Company in Lafayette as a stores clerk in 1948. His promotion and transfer to Lake Charles was effective November 16.

A native of Lafayette, Mr. Prejean served in the Navy as a seaman first class. He is married and has two daughters, Cheryl Ann, 14, and Deborah Marie, 12. In Orange, he was very active in many church organizations, with memberships in the Holy Name Society and Knights of Columbus Council 1680. He was also a member of the St. Mary's Athletic Association, which was engaged in the construction of a football field at the time of his transfer. He also has an interest in league bowling.

FPC Approval Asked for TVA Power Exchange

OUR Company, with ten other investor-owned electric companies in the Southwest, has filed a proposal to exchange season off-peak electricity with the Tennessee Valley Authority with the Federal Power Commission.

President Morrison said approval by the FPC will result in the construction of over \$100 million worth of new extra-high-voltage transmission line facilities by the companies.

He said this power exchange would eliminate the need for spending considerably larger amounts for generating facilities which would otherwise be required. The savings effected would help the companies to hold the line on electric rates to consumers, despite rising material and labor costs.

The proposal is in line with the efforts of our industry and government agencies to encourage construction of extra high-voltage facilities in order to effect greater economies in the industry.



TAKES TOP SHARE OF AWARDS. The four children of Mr. and Mrs. Homer Grisham, he's in the Huntsville T&D, walked away with a large share of the awards presented at the Gold Star Banquet. Winners are Michael, Elwood, Carol and Sidney.



4-H AWARD WINNERS. Randy, Lee Ann and Melvin Robert, children of Mr. and Mrs. Melvin Shelly, he's a lineman first class in the Huntsville Line crew, picked up three of the awards presented on November 3. Melvin Robert also acted as master of ceremonies.

In Huntsville . . .

GSU Families Take Top 4-H Awards

HUNTSVILLE Gulf Staters and their families dominated the picture at the recent annual 4-H Gold Star Awards Banquet held in the Pine Prairie Community, seven miles north of Huntsville on November 3.

Before such special dignitaries as Congressman John Dowdy, State Senator Neville Colson and State Representative George Richards, the Melvin Shelly and the Homer Grisham families took practically all the awards.

Robert E. Lanier, superintendent of the Huntsville District, was the main speaker. Addressing the 4-H members, Mr. Lanier said: "Although the evil of the world gets bigger headlines, there is plenty of good in the world and it is through character building organizations, such as the 4-H Club, that the good outweighs the bad."

Mr. Lanier was introduced by one of the award winners; Melvin Robert Shelly, who was the master of ceremonies for the evening. Later, Melvin was awarded the Achievement Award for his vegetable demonstration which took first place in the district and fourth in the state.

Other Shelly children winning awards included: Lee Ann, winner of the Agriculture Award, and Randy, who received the Kiwanis Award. Mr. Shelly is a lineman first class in the Huntsville T&D.

Mr. and Mrs. Grisham, he is also a lineman first class, saw all four of their children receive awards, as follows: Carol, Junior Leadership Award; Sidney, Dairy Award, W. S. Gibbs \$50 Award and the Gold Star Award; Elwood, Beef Award; Michael, Beef Award and the Rotary Club Award.



AWARDS PROGRAM SPEAKER. R. E. Lanier, superintendent, Huntsville District, was the main speaker at the annual 4-H Club Award Banquet at Pine Prairie near Huntsville. Mr. Lanier has been district superintendent since May when he transferred from Beaumont.

W. J. Keller, Lake Charles T&D, To Retire January 1

WHITNEY J. KELLER, labor foreman, Lake Charles, will be taking time for fishing and hunting following his retirement on January 1.

A native of Lafayette, Louisiana, Mr. Keller has been an employee of our Company since January, 1927, when he started work as a truckdriver in the Construction Department in Lake Charles. In 1932, he transferred to the Line Department and served in various lineman positions until named labor foreman in 1935.

Mr. Keller is married to the former Mary Jerrell of Merryville, Louisiana, and has three children, a daughter, who is a junior at Lake Charles High School, and two married sons living in Lake Charles.

For somehow not only at Christmas—
But all the long year thru,
The joy you give to others is the
Joy that comes back to you.

—John Greenleaf Whittier



Mr. Keller



TOUR GENERATING PLANTS. Jim Derr, maintenance supervisor, Sabine Station, and John Warmack, electrical engineer, System Production, explain the operations of the computer control systems in the control room at Sabine Station to S. Sukegawa and Hirotsugu Taoka, control computer experts from Japan who visited our Company as part of a nationwide tour of electric utilities.

From Japan . . .

Company's Computer Systems Interest Foreign Visitors

TWO Japanese technical experts, S. Sukegawa and Hirotsugu Taoka, inspected Sabine and Riverside Stations November 8 as part of a nationwide

tour of the United States. The two were interested in computer applications, computer control systems, power plants and generators.

J. L. Warmack, Production Department staff electrical engineer, Beaumont, accompanied the Japanese for the day they were with our Company. At Riverside, A. H. Demers, superintendent, and W. G. Strong, operation and maintenance supervisor, acted as guides and at Sabine, as shown in the pictures on this page, C. A. Ibach, superintendent, and J. H. Derr, Jr., maintenance supervisor, were the guides.

Mr. Sukegawa is chief engineer of control computer design, Fujitsu Limited Communications and Electronics, and Mr. Taoka is chief of control planning section, Central Technical Department, Fuji Electric Manufacturing Company, Limited.

On GE Tour

On November 26 and 27 our Company was visited by four other Japanese engineers who inspected computer installations at Sabine, Nelson and Riverside Stations. The four were on a tour of electrical utilities sponsored by International General Electric. The local tour was conducted by Carl Travis, local GE representative.

The visitors were Hiroshi Takashina, Tatsue Takeuchi, and Mitsuo Arakawa of Tokyo Electric Power Company, and Tetsuo Muromachi of Chubu Electric Power Company. For the last four months the engineers have been at Phoenix making a study of General Electric computers. Each of the companies has purchased a GE 312 computer. Upon completion of the month's tour they will return to Phoenix for another four months study.



Mr. Lusk

C. C. Lusk, Dayton, to Retire As Local Superintendent

CURTIS C. LUSK, local superintendent, Dayton, will retire January 1 after more than 34 years of service.

Mr. Lusk started his employment in Liberty in August, 1928. He remained in Liberty until transferred to Dayton as a serviceman in 1936. In 1940, he was transferred back to Liberty, and in 1943, he again went to Dayton as a serviceman. He was named local superintendent in 1946.

Mr. Lusk is married to the former Grace Newton of Crosby, Texas, and has two sons, Jimmy C., a lineman first class in the Beaumont T&D-Line, and Tommy Joe of Dayton.

He is a member of the Methodist Church and is a past director of the Rotary Club. Mr. Lusk says he plans to get in some relaxing following his retirement.

The Nativity

AND it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed. And all went to be taxed, every one into his own city. And Joseph also went up from Galilee, out of the city of Nazareth into Judaea, unto the city of David, which is called Bethlehem; To be taxed with Mary, his espoused wife, being great with child.

And so it was, that while they were there, the days were accomplished that she should be delivered. And she brought forth her first born son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

AND there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And lo, the angel of the Lord came upon them and the glory of the Lord shown round about them; and they were sore afraid. And the angel said unto them, fear not; for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord. And this shall be a sign unto you; ye shall find the babe wrapped in swaddling clothes, lying in a manger. And suddenly there was with angel a multitude of heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good will toward men. And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known unto us. And they came with haste, and found Mary and Joseph, and the babe lying in a manger.

And when they had seen it, they made known abroad the saying which was told them concerning this child. And all they that heard it wondered at those things which were told them by the shepherds. But Mary kept all these things, and pondered them in her heart. And the shepherds, returned, glorifying and praising God for all the things that they had heard and seen, as it was told unto them.



NOW when Jesus was born in Bethlehem of Judaea in the days of Herod the king, behold, there came wise men from the east to Jerusalem.

Saying, where is he that is born King of the Jews? For we have seen his star in the east, and are come to worship him. When Herod the King had heard these things, he was troubled, and all Jerusalem with him. And when he had gathered all the chief priests and scribes of the people together, he demanded of them where Christ should be born. And they said unto him, In Bethlehem of Judaea; for thus it is written by the prophet. And thou Bethlehem, in the land of Juda, are not the least among the princes of Juda; for out of thee shall come a Governor, that shall rule my people Israel. Then Herod, when he had privily called the wise men, enquired of them diligently what time the star appeared. And he sent them to Bethlehem, and said, Go and search diligently for the young child; and when ye have found him, bring me word again, that I may come and worship him also.

WHEN they had heard the king, they departed; And, lo, the star, which they saw in the east, went before them, till it came and stood over where the young child was. When they saw the star, they rejoiced with exceeding great joy. And when they were come into the house, they saw the young child with Mary, his mother, and fell down, and worshipped him; and when they had opened their treasures, they presented unto him gifts; gold, and frankincense, and myrrh. And being warned of God in a dream that they should not return to Herod, they departed into their own country another way.

AND when they were departed, behold, the angel of the Lord appeareth to Joseph in a dream, saying, Arise, and take the young child and his mother, and flee to Egypt, and be thou there until I bring thee word: for Herod will seek the young child to destroy him. When he arose, he took the young child and his mother by night, and departed into Egypt: And was there until the death of Herod; that it might be fulfilled which was spoken of the Lord by the prophet, saying, Out of Egypt have I called my son.



Christmas Holiday Facts

CHRISTMAS TIME IS THE MOST DANGEROUS TIME OF THE YEAR. HERE ARE THE FACTS.

Traffic accidents during the three-day 1961 Christmas weekend killed 523 persons. More than 24,000 suffered disabling injuries. Cost to the nation was approximately \$130 million. On a comparable, non-holiday weekend 342 are killed, 16,000 disabled. Cost is \$85 million.

Don't become one of these facts:

Three out of four fatal Christmas accidents involve driving too fast for conditions or in excess of a stated speed limit. Normal average is 35%. Most fixed object collisions, nearly all non-collision accidents and most collisions with other vehicles involve excess speed.

Fatal accidents occur early in the holiday period. During the last six hours of Christmas Eve, the hourly rate for fatal accidents is approximately five times greater than it is for the remainder of the holiday.

Drinking drivers are involved in more than half the fatal Christmas-time accidents. During the balance of the year, they are involved in one out of three.

Most frequent holiday accidents occur in the evening between 6:00 and 9:00 PM. The hours between noon and 6:00 are the safest.

Most common accident; the two car collision. It accounts for nearly 1/3 of all holiday accidents, more than 1/3 of the fatalities. Next in rank are non-collision accidents, and fixed object collisions.

Holiday time is danger time for walkers too. One out of four Christmas accidents involve pedestrians. Forty per-cent occur between 4:00 PM and midnight Christmas Eve, and nearly 75 percent during the first 30 hours of the holiday.

A SAFE MERRY CHRISTMAS AND
A HAPPY NEW YEAR FROM
YOUR SAFETY DEPARTMENT.

(Based on special survey of the National Safety Council)



BIBLE - BREAK

a monthly column



by Ruby Lee Adams

PREEMINENT among the motherhood in the Christian era, will ever stand Mary, Mother of Jesus. Many are the legends and poetic fancies that cluster about her, but she still remains a human mother, courageous, unselfish, intuitive. She was 'loved by all the house of Israel' and was chosen to wear the purple veil.

The influence of Mary in the moral elevation of woman can hardly be overestimated; she is the perfect combination of all that is great and good and noble in womanhood.

At fourteen she was espoused to Joseph, after an angel had appeared to him with a message and a dove transformed from Joseph's rod had alighted upon the head of Mary. Seven virgins were her companions. The betrothal ceremony among her people was in this wise. The accepted lover, in the presence of her family, took the maiden's hand, and placing within it a small golden coin, said—'accept this as a pledge that thou shalt become my wife.' That ceremony was passed between Joseph and Mary.

Into the womanhood of Mary came the greatest joy and the deepest sorrow ever allotted to a woman. We see her with her first born in her arms surrounded by the mystic beauty of Bethlehem. Eight days after His birth Mary took the child Jesus to Jerusalem where he was circumcized and consecrated unto God, and then the family goes to Nazareth without loss of time abroad. At least this is Luke's view. He says nothing about a flight into Egypt. That is found only in Matthew.

Two things are certain — that Joseph was a kind father to

Jesus; that Jesus had a simple, religious home life in Nazareth. The home environment that surrounded Christ in His boyhood was as good as the times could furnish. Perhaps if we had the same kind of environment in more homes today, a larger number of children would find it easier to follow in His footsteps.

Mary is a mother who has a student son. She is very proud of him—and no wonder! He is called 'Jesus of Nazareth.' His wisdom and learning have been the admiration of all. He has been spoken of everywhere as the coming man—the man who is to signalize the next generation; and the prophecies of his success have been loud and many. From the very outset she seems to have realized the great responsibility she was to bear.

Jesus, evidently the eldest son, with brothers and sisters in the home at Nazareth, was 'subject unto his parents.' After the episode in the Temple, 'sitting in the midst of the doctors, both hearing them and asking them questions, Mary was not forgetful of his difference from her other children; but she was a faithful mother to all her household.

It was a deeply religious home in which Mary lived. She knew the Scriptures and the Psalms, probably some of the prophecies, and she taught these faithfully to her children. She brought them up to attend the synagogue; when Jesus entered into a strange city, he went to the synagogue to pray, 'as was his wont.' While he may not have been financially able to attend the paid schools of the scribes, it is evident that some of the latter became interested in this boy, with his unusual mind and spiritual understanding, and that they allowed him to talk with them about deeper problems of their religion before he went up to the temple for his consecration at twelve years.

Joseph, who apparently died while Jesus was a youth or young man, was a carpenter. He taught his trade to Jesus as all Jewish fathers were accustomed to instruct their sons in some craft. We may believe that the little 'carpenter's shop' was either a part of the house or close beside it. It was a simple home in which Mary lived.



Mr. Moore

Sid Moore Dies Following Illness

SIDNEY E. MOORE, who retired in August, 1955, after 45 years with our Company, died October 31 in a Beaumont hospital after a lingering illness. He was 75.

Mr. Moore began his electrical career with the Beaumont Traction Company in 1910. At the time of his retirement he was working in the electrical department at Neches Station, where he had worked since the plant went into operation in 1926.

Born in Summit, Miss., he was a resident of Beaumont for 47 years. He was a member of Roberts Avenue Methodist Church, Patton Sunday School class of the church, Tolerance Lodge 1165, A.F. and A.M.

Survivors are his wife, Mrs. Maggie Moore; a son, Sidney E. Moore, Jr.; sister, Mrs. J. L. Potts; and two grandchildren, all of Beaumont.

I heard the bells on Christmas day,
Their old, familiar Carols play,
And wild and sweet the words repeat
Of peace on earth, good will toward
men!

—Henry Wadsworth Longfellow

Rise, happy morn, Rise, holy morn;
Draw forth the cheerful day from
night;
O Father, touch the East and Light,
The light that shone when Hope was
born.

—Alfred Lord Tennyson

Fred Tenholder Elected YMBL President

FRED TENHOLDER, commercial sales representative, was elected 1963 president of Young Men's Business League at their annual meeting last month and Joe McClelland, Jr., industrial engineer, Beaumont Division Sales, was named treasurer of the organization.

Elected a new member of the board of directors was Oscar Baxley, commercial sales representative. Mr. Tenholder and Mr. McClelland were re-elected to serve as directors for 1963.

Mr. Tenholder is a veteran YMBL worker and is former chairman of the South Texas State Fair. The new officer and directors will assume office January 1.



NEW YMBL OFFICERS. Beaumont's Young Men's Business League elected Fred Tenholder, commercial sales representative, center, 1963 YMBL president last month. Joe McClelland, Jr., in-

dustrial engineer, standing left, was elected treasurer. Other officers are: H. M. Nix, Jr., first vice president; Dana Burnett, second vice president; and Larry Polk, third vice president. (Photo courtesy Beaumont Enterprise.)



COMPANY TAKES FAIR FIRST. Our Company was awarded first place in the large booth competition at the South Texas State Fair during October. Receiving the winners plaque are: Rex Lee, division manager, Beaumont, and Thelma Carson, home service advisor, kitchen planning, and Bill Holt, division chairman of exhibits and concessions, who made the award. (Photo courtesy Beaumont Enterprise.)



THRIFT PLAN

PURCHASES of Company stock made by the Trustee during November covering employee deductions and Company contributions through October were as follows: 1,652 shares of Common Stock at a total cost of \$55,734.94, or an average cost per share of \$33.73785714; 66 shares of \$4.40 Preferred Stock at a total cost of \$6,300.53, or an average cost per share of \$95.4625757. These costs included brokerage and commission fees.

The Trustee deposited \$20,137.86 with the Savings Department of The First Security National Bank of Beaumont.

Shepherd of mortals, here behold
A little flock, a wayside fold
That wait thy presence to be blest—
O Man of Nazareth, be our guest.
Daniel Henderson



Mr. Warmack



Mr. Kluttz

Two Engineers Talk At Top-Level Meets

TWO system Production Department engineers recently appeared before top-level industry meetings in Dallas and Charleston, South Carolina.

John L. Warmack, staff electrical engineer, Beaumont, appeared on a panel discussion on "How to Plan and Purchase a Data Handling System" at the 1962 Data Handling Workshop. The chemical and oil refinery industries were also represented on the panel. Approximately 140 persons attended the session.

H. A. Kluttz, system turbine maintenance engineer, Beaumont, delivered a talk titled "A Review of Modern Turbine Maintenance Practices" before the Southeastern Electric Exchange in Charleston. J. A. Reich, system production manager, was co-author of the talk. Mr. Kluttz compared the relative advantages and disadvantages, in the light of our Company's experience, of three forms of crews used for turbine-generator maintenance—Company-employed labor, local contractor crews and turbine manufacturer crews.

McAlpine Elected Pitt Course Officer

RANDY McALPINE, superintendent of sales, Beaumont Division, was elected publicity chairman of the Management Advancement Class which he attended at the University of Pittsburgh.

The eight-week session of advanced training in modern business techniques was sponsored by Pitt's Graduate School of Business. Classes began September 24 and extended through November 16.

Twenty-five executives from a wide variety of American industries, as well as eight representatives of five foreign countries and eight government officials, were enrolled in the course.



KETTLE TIME. The Salvation Army began its annual campaign for its Christmas cheer program with the placing of kettles in various locations around Beaumont. Contributions to the Army last year made it possible for 526 Christmas baskets to be distributed. Shown at one of the kettle booths are: Mrs. Ben Rogers, a member of the Salvation Army advisory board; Major Lewis Stilley, commanding officer of the Army in Beaumont; L. M. Welch, our Company's vice president in charge of divisions operation, and chairman of the Army's Christmas committee, and Curtis Booker, chairman of the Christmas Bureau. (Photo courtesy Beaumont Enterprise.)

Worthy Heads Americanism Program

JACK WORTHY, assistant advertising director in Baton Rouge, has been appointed the new chairman of the Americanism Committee of the Baton Rouge Chamber of Commerce.

The Committee, begun one year ago by the Chamber, has been sponsoring courses in "Freedom vs. Communism" and "Political Action" to re-educate citizens on these topics. In July, the committee opened the Americanism Information Center in the Chamber of Commerce Building. In addition to the center, the group has recently formed a Speakers Bureau which secures speakers on Americanism and related



Mr. Worthy



Mr. McAlpine

subjects for organizations in the Baton Rouge area.

Mr. Worthy has been an employee of our Company for seven years. He is a native of St. Joseph, Louisiana, and a graduate of the LSU School of Journalism. He is an Army veteran of World War II and the Korean Conflict.

He is past president of the Advertising Club and the Inter-Civic Club Council, and is active in United Givers and Junior Achievement work. In addition to his work on the Chamber's Americanism Committee, he has served on the Education Committee, Governmental Affairs Committee and Industrial Development Committee of the Baton Rouge Chamber.



HELPS PROMOTE STAR SALE. Wayne Hiter, center, industrial engineer, Port Arthur Division, lends his support to the Gulfway Drive Merchants Association as they sponsor the sale of "Christmas Stars" to the merchants and residents of Gulfway Drive in Port Arthur. The stars, made of marine plywood and covered with white paint and silver glitter, will be used this year and in the future to decorate the lighting standards along the drive. Promoting the sales are Jack Taylor, traffic engineer, Mrs. Kyle Preston, street decoration chairman, Mr. Hiter, Mrs. Joe Roseta, general chairman of the decoration committee, and Dick Davis, president of the Merchants Association. James Emerson, city engineer on the ladder, installs one of the stars. (Photo by Chricco Studios.)

Retiree's Son

Subject of Trade

Magazine Story

ERNEST L. "DUTCH" FOERSTER, son of retired Navasota Division employee Ernest Foerster, of Longview was the subject of a feature in a recent issue of *Air Conditioning Progress*,

bi-monthly publication of General Electric.

The article tells the story of Foerster's Longview dealership selling twenty-three tons of Weathertron units . . . 2,500 feet of insulated duct work . . . 74 supply registers . . . 35 return air grills . . . electronic air cleaners, activated charcoal filters and six thermostats all for \$26,000.

Foerster designed the air conditioning system, constructed the duct work and made the installation.

Watch Those Warrants!

SOME of the best advice ever given a university graduating class came from Dr. Wallace Sterling, president of Stanford, at this year's ceremony:

"Any invasion that government legally makes upon our purse, property or person, it does with the warrant we have given it.

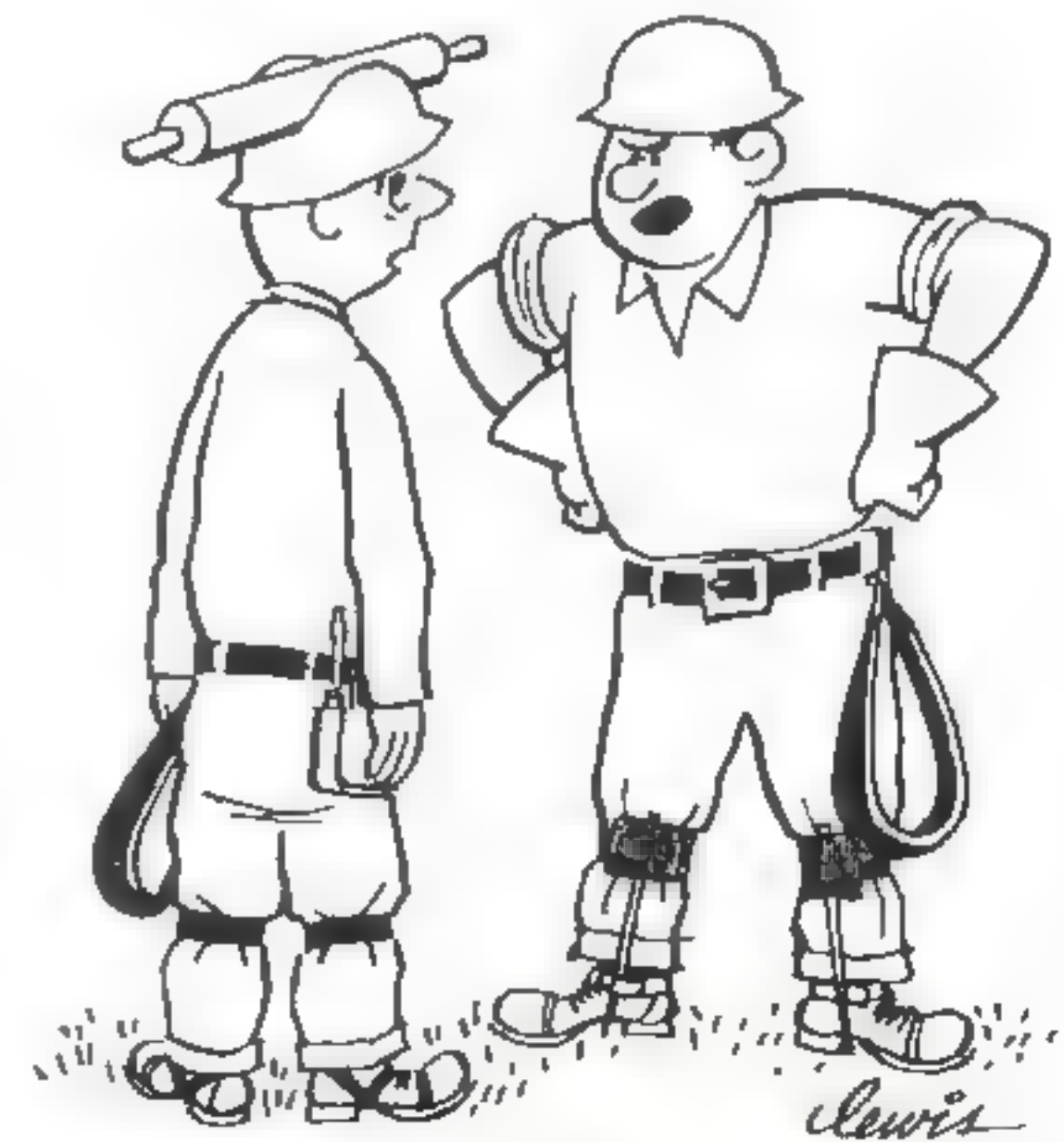
"If you are indeed genuinely concerned with the enjoyment and expression of your individualism, I hope you will examine with care any warrant you may give to government. Once given, it is difficult to recover."

The whole history of our time is scarred and darkened by these warrants—which result, of course, in the steady erosion of liberties of every kind. We've been luckier if not wiser than most peoples, but that doesn't mean we'll necessarily continue to be. The price of liberty is still eternal vigilance.

—from the *METER*,
employee publication
Oklahoma Gas and Electric Co.

"I have always thought of Christmas time as a good time; a kind, forgiving, generous, pleasant time; a time when men and women seem by one consent to open their hearts freely; and so I say, 'God bless Christmas'."

—Charles Dickens



"Have you been wearing your 'hard hat' home again, Jones?"

After ten years . . .

Lafayette's Wife Visits Home in Germany

By CYNTHIA DuBOIS
PLAIN TALKS Reporter
Lafayette, Louisiana

MRS. WALLY LOUVIERE, wife of Lafayette Serviceman Albert Louviere, returned to her native Germany to visit family and friends whom she had not seen in ten years. Wally came to the United States at the time of her marriage to Albert, and although she is now a U. S. citizen and very much in love with her new country, her desire to see loved ones left behind became a reality this past summer.

On July 14, she left Lafayette, arriving at Rhein-Main Airport in Frankfurt-Main 19 hours later (Central

European Time). Most of her time was spent with her parents, Mr. and Mrs. Reinhold Hofman, and her brother, Horst, and his family; the Hofmans live in Neu-Isenberg, a small town about five miles south of Frankfurt. She also visited Heidelberg, Karlsruhe, Erbach in the Odenwald Mountains, and Bruschsal.

Wally noted that Germany had changed very much. She told us that it had been completely rebuilt, with new businesses and many new housing developments all over the country. Her only disappointment was that she was not allowed to visit her grandmother, Mrs. Emmi Hanf, 81 years old, who lives in the Russian Sector. She also has many aunts, uncles and cou-



Mrs. Louviere

sins in the Russian Zone whom she was not allowed to see.

Wally stayed in Germany about ten weeks, arrived in New Orleans on September 23, with Albert on hand for her arrival. Wally is employed by the Lafayette Daily Advertiser, our city's newspaper. She has been there for several years.

Texas Commission

Recommends Tax Changes

THE Texas Commission on state and local tax policy recommended 20 changes in the state sales tax law, if adopted by the Legislature, would increase annual revenue by \$10,500,000. Major changes were:

- a. Make it clear retailers must submit the tax on the basis of two per cent of their total gross receipts from sales. All sales of less than 25 cents through vending machines and all sales of less than 25 cents for retailers who can prove that 50 per cent or more of their total gross receipts comes from such sales be exempt.
- b. That all clothing be taxable.
- c. That all sales of prepared food by restaurants be taxed.
- d. Repeal present 1.5 per cent excise tax on motor vehicle sales and put sales under two per cent sales tax.

Heap on more wood the wind is chill,
But let it whistle as it will,
We'll keep our Christmas merry still.

Sir Walter Scott



HOW TO COOK HOLIDAY TREATS. Grace Brooks, Beaumont home service advisor, standing right, shows 65 Jefferson County Home Demonstration clubwomen how to stir up a few holiday goodies during an hour and a half demonstration on range ideas November 28 in the kitchen auditorium of the Beaumont general office. Mrs. Brooks prepared chicken loaf, rice dressing, lasagna, rum cake, stained-glass gelatin salad and Christmas fruit ring, cookies, candies and punch. Standing left in the picture is Mrs. Katie Pruitt, club president.

Beaumont Division Leads in Sale Of Fry Kettles

BEAUMONT Division Commercial Sales led the three-month fry kettle campaign in October with 30 sales totaling 227 kilowatts. Top salesman for Beaumont was O.K. Baxley, Jr.

Baton Rouge Division was second with seven sales totaling 77.5 Kw. Don Sullivan was the leading salesman.

Other divisions standing are: Navasota, five sales totaling 47.5 Kw.; Lake Charles, two sales, 10 Kw.; and Port Arthur, one sale, 4.5 Kw. Joe Bailey, Huntsville, was the leading salesman for the Navasota division with four sales totaling 41.5 Kw., Hutt Reed, Jennings, made the two Lake Charles Division sales, and the Port Arthur sale was turned in by Paul Baker.

Leading three salesman for the first two months of the campaign were Mr. Baxley, with a total sales of 126.4 Kw, J. L. Clement, Baton Rouge, with a total sales of 122.5 Kw, and Glenn



COMPLETE PUR COURSE. Frank J. Hazmark and John R. Polk, engineers in Lake Charles Division, are congratulated by E. L. Granau, vice-president and Lake Charles division manager, upon their completion of Public Utility Fortnightly's Public Utilities Report Guide, a fifty week correspondence course that offers a broad survey of the electrical utilities industry to acquaint interested persons with electrical utilities operations.

Haines, Beaumont, with a total of 97.6 Kw sold.

During October, the entire system added a total of 733 Kw in commercial cooking and connected 2,023 Kw of commercial lighting. A total system commercial load of 5,617 Kw was added representing an estimate annual revenue of \$228,787. Our commercial customers installed 20 heat pumps. This makes a total of 1,260 commercial heat pumps installed so far this year, reported Bill Richard, supervisor of commercial sales, system.

Good Christmas reading . . .

YOU DIDN'T DADDY — WHY?

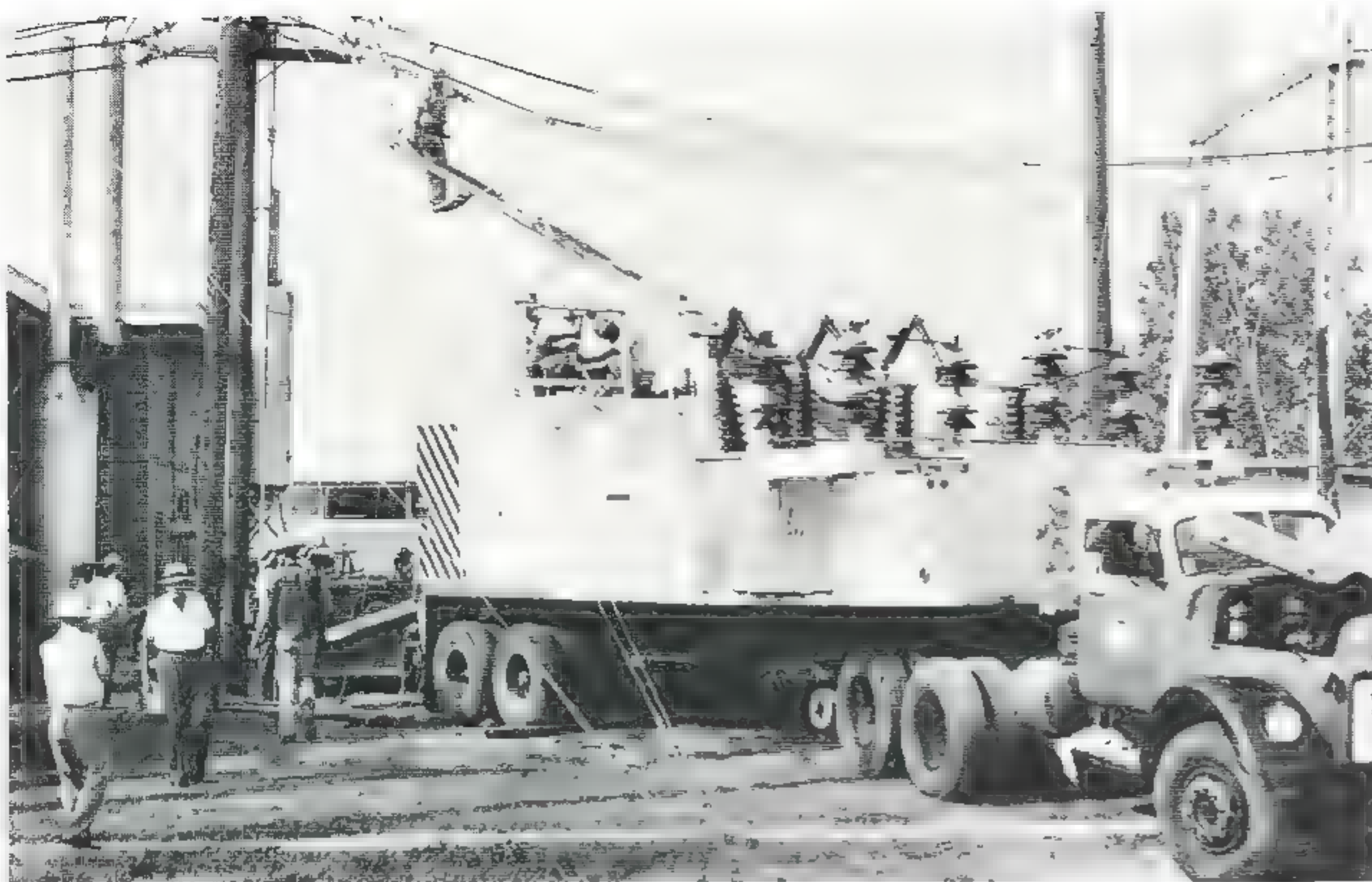
A Child's Prayer

Daddy, if you know we're hungry,
Know our lives are ever cursed,
It must break your heart in Heaven
'Cause you slighted Safety First.
Mother wonders why you didn't
Save the life you threw away
But you thought there was no use in
Doing things the safety way.
You were taken without warning
Leaving us to fight alone;
You'd have been a bit more careful,
Daddy, if you'd only known.
Twasn't that you didn't love us,
I recall how dear you were,
But your little girl must suffer,
'Cause you failed to think of her.
Mother just can't make a living,
She is wearing out, she said.
And the compensation payments
Do not help us get ahead.
When she's gone, I guess they'll take
me
To a place of charity,
To be clothed and fed, but, Daddy,
It can never be home to me.
Mary's Daddy believes in safety
And their home will still be theirs;
They're not hungry. Sometimes
Mary gives me cast-off clothes she
wears.
They don't have to take in washing
Mary's mother doesn't cry.
For her Daddy believes in safety,
But you didn't Daddy—Why?

*Public Service Co.
of Indiana, Inc.*

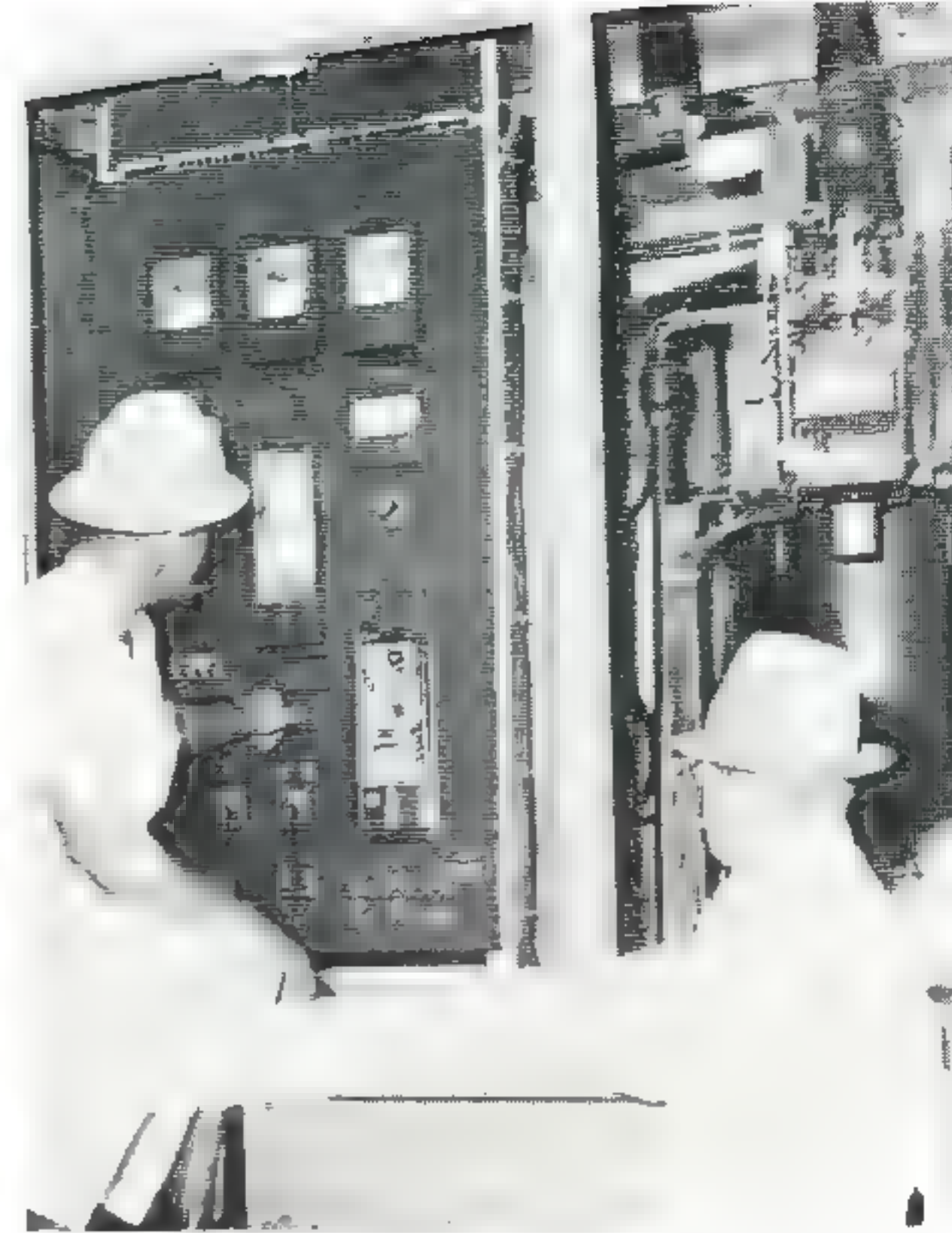


AWARDS PRIZE. Gwen Hansen, standing right, Beaumont home service advisor, presents prize of a string of outdoor lights to Mrs. Maxine Cullinan at a meeting of the Silsbee Garden Club. Some 25 persons attended the November 27 meeting in the home of Mrs. Fred Perlitz north of Silsbee. Mrs. Hansen spoke on lighting the home for Christmas. Seated at extreme right is Mrs. Vic Norvell, wife of the Silsbee district superintendent.



SERVICE RESTORED. The Lafayette Substation and Line crews recently moved in one of our Company's mobile substation to restore service to the town of Kaplan, Louisiana, following an outage. The outage was caused when a

5,000 kva substation transformer blew up for unknown reasons. And in the picture at the right, George Parton, substation foreman, and F. B. Sonnier, distribution supervisor, check the mobil unit's panel as service is restored. In



the picture at the left, Elmer Sudderth, line foreman, Mr. Sonnier, and Ernest Rauschenberg, general line foreman, supervise crews restoring service to the town. (Photos courtesy Kaplan Newspaper.)

You can build big successes on little ones. The little successes point the way for you. People are creative in different ways. Your past successes, however minor, show the type of creativeness you possess. —Dora Albert in **Good Business**.

Calvert Employees Play In Benefit Football Game

THANKSGIVING Night, Calvert's Public School Stadium was the setting for Calvert's first "Fossil Bowl" tackle football game, the beginning of an annual affair where "older citizens rattle their bones" for the benefit of the school's athletic program.

More than 800 paying customers watched Rufus Riley's "Cotton Pickers" and Les Copes "Boll Weevils" play to

a 0-0 tie.

Fans were amazed at the "leather popping" that was heard during the game. Ages of the players ranged from 25 to 52 years.

The players' wives participated in the band during the half-time activities.

Calvert Gulf Staters playing in the bowl event were: Ray Smith, meter reader; Bill Burke, residential sales representative; Floyd Stark, T&D helper; and LeRoy Butler, serviceman.



TIPPER FLINTLOCK

says . . .

"Hunting is
a lot of fun,
sight that bird
but watch that gun!"

**THE NATIONAL RIFLE
ASSOCIATION** teaches
shooting safety



PLAY IN THANKSGIVING BOWL. Four Calvert employees played in Calvert's first "Fossil Bowl" tackle football game. Helping raise money for the school's athletic program were: Ray Smith, meter reader; Bill Burke, residential sales representative; Floyd Stark, T&D helper; and LeRoy Butler, serviceman.



Miss Moncrief

In Orange . . .

Home Service Advisor Added

LORNA MONCRIEF, an August graduate of Lamar Tech in Beaumont, has joined our Company as home advisor in Orange.

She is a native of Morgan City, Louisiana, but has lived in Port Arthur most of her life. Lorna is the daughter of D. J. Moncrief, 5115 Fifth Street, Port Arthur.

The new home service advisor is a 1959 graduate of Port Arthur's Thomas Jefferson High School where she was a member of the Red Hussar Drum and Bugle Corps. At Lamar she was a member of Alpha Delta Pi social sorority, Newman Club and Home Economics Club. She was graduated with a degree of bachelor of science in home economics.

Before coming to work for our Company, Lorna worked as an assistant dietician in the cafeteria at the Du Pont Sabine River Works plant in Orange.

We need to cultivate the habit of consistent application to whatever work we undertake. The off-again, on-again attitude toward our work will produce faulty results every time. The discipline of a good working pattern is invaluable, whether in schoolwork, the practice of music or painting, or getting in shape for competition in athletics. —Ruth Barrick Gold in **Progress**.



REACHES NEW HIGH. John Hebert and Joe Regan, Lake Charles Meter Department, are very proud of this electric meter—it's the 100,000th to be numbered by the Lake Charles Meter shop.

Listen to Sam

(The following was written by Sam Schweiger, advertising manager for Southwestern Electric Power Company in Shreveport.)

"DON'T you think every farmer should have electric service?" I was asked recently by a friend who was extolling the virtues of REA cooperatives. "Of course I don't," was my reply. "Every farmer who can afford to have it, without forcing other folks to chip in and help pay for it, should have it. No one else."

Following the same argument my friend made, we would have to say that everyone living in town should have air conditioning because it is healthful and comfortable.

In my book, we're entitled to what we have earned and can afford, and nothing more. I'm speaking of the great mass of able-bodied people. This was all the early settlers who came to America were promised. That is all that the Constitution of the United States has ever promised to anyone. Give people more and you begin to set up a socialistic society.

I grew up on the farm as did some of you. We had no electricity. We had no ice. The people in town had both. Would you say that we were entitled to ice and that it should have been delivered to us every day, and that the people in town should have had to help pay for it? Surely not. Yet that is about what we're doing today.

"Surely you will agree," said my friend, "that every person is entitled to good medical care." No, my friend, I won't agree to that at all, any more than that everyone is entitled to have an inner-spring mattress and an air-conditioned Cadillac. We're entitled to an equal chance with everyone else to get it. That's all.

There's nothing wrong with people cooperating to get something which separately they could not have. We used to get together on the farm and buy a threshing machine, which no single farmer could finance. That way all could have the advantage of a thresher. We paid the going price for it, and we didn't ask the folks in town to help pay for it. Sure, I'm in favor of the farmer having electric service, and ice, and air conditioning, and a car. But I want him to pay for it, same as everyone else. I want people in town to have inner-spring mattresses and color TV sets if they can afford them. And I think the people of Arkansas, Louisiana, and Texas should pay for all they get. They shouldn't collect money from people in other states to pay for highways, museums, and fishing lakes. And we in the Ark-La-Tex should not be expected to pay for stuff in other states.

There are advantages and also disadvantages in living in rural areas and in cities; in living in Arkansas, Louisiana, and Texas, and other states. We shouldn't expect other people to pay for our disadvantages, or for our lack of earning power. Too many people in all areas of life today want what they have not earned. This is a dangerous trend. Supplying these wants by force of law has always destroyed individuals as well as nations.

Six Atomic Research Fellowships Offered

SIX research fellowships in atomic energy for graduate students in Texas colleges and universities will be offered for the fourth time next summer by the Texas Atomic Energy Research Foundation and General Atomic Division of General Dynamics Corp., announced by Chairman of Board Nelson.

Gulf States is one of 11 investor-owned electric utility companies in Texas which make up the foundation.

The six recipients will work under the direction of General Atomic scientists on the controlled nuclear fusion research program being jointly sponsored by General Atomic and the Texas Atomic Energy Research Foundation at John Jay Hopkins Laboratory for Pure and Applied Science at San Diego, Calif. The students will assist in theoretical and experimental research

in controlled thermonuclear energy as part of the world's first and largest privately financed program aimed at the ultimate use of nuclear fusion for the generation of power and energy.

The recipients will be selected by a committee of representatives from Texas educational institutions, General Atomic and the research foundation. The students will be selected, if possible, from different colleges, but there is no limit on the number of applications which may be filed from any one college. Preference will be given to students with high scholastic standing and with aptitude in experimental, mathematical or theoretical physics, or engineering.

Recipients of the fellowships will be paid a stipend while working at the General Atomic laboratory.

Top Salesmen Named For November

THE Commercial and Residential Sales Departments of our Company have named 11 sales representatives "Salesman of the Month" for November.

The top selling title goes to the following residential sales representatives: Steven B. Street, Baton Rouge Division; Bill Killebrew, Beaumont Division; Charles Callahan, Lake Charles, Horace LaCombe, Lafayette, a tie, Lake Charles Division; Sidney Hebert, Port Arthur; and Bill Earthman, Conroe, top man in Navasota Division.

Commercial sales representatives named to the top list are: Don Sullivan, Baton Rouge Division; Brooks Bishop, Beaumont; R. W. McGowen, Lake Charles Division; Charlie Boring, Navasota Division; and Forest Elkins, Port Arthur Division.

What others are saying . . .

TP & L's Lynch Warns of Federal Competition Growth

THE government has become a major competitor for the nation's electric utility industry, and the same thing can happen to other industries unless businessmen make a concentrated effort to stop it, the president of Texas Power & Light Co. stated in Dallas Monday.

In a speech to about 500 of Dallas' top business leaders, W. W. Lynch pointed out that government owned and operated utilities now account for 25 per cent of the total electric power capacity in the United States.

"My purpose is to impress upon you the possibility of the same thing happening to your business," Mr. Lynch commented at a luncheon in his honor at the Baker Hotel.

Mr. Lynch, who is also president and chief spokesman of the Edison Electric Institute, trade organization of the nation's investor-owned electric utilities, said that if the same percentage of government power is maintained, about 50 billion dollars of taxpayers' money will be used in the next 20 years.

"While businessmen have been bending all efforts to increase production, improve our standard of living, meet payrolls, pay taxes and still keep our heads above water, those who foster big government, a planned economy and centralized control have been indoctrinating a new generation of Americans," he said.

"If we want to get mad about this, we ought to get mad at ourselves. There is so little that we, as businessmen and free enterprisers, have done to correct it."

He said that industries should do more to make their story known to both their employees and the public.

To illustrate the lack of public knowledge on economics and business, he cited public opinion surveys which Texas Power & Light has sponsored.

"We learned through these surveys that in answer to simple economic questions the percentage of people who have either the wrong answer or no opinion runs between 60 and 80 per cent.

"Since we pay out in direct taxes more than 26c of every dollar of revenue we receive, we were surprised to learn that more than 50 per cent of the people were completely unaware of the fact that we are a free enter-

prise, investor owned, tax paying corporation," he said.

"It is this type of unenlightenment which is responsible for the laws that have carried us so far down the road of planned economy."

Mr. Lynch, who has been with TP&L since 1923 and president since 1949, said his company is making an effort to help its employees understand economic issues.

"All employees of the company take a 9-hour course in American history and the economic system, and on company time. They also take about three hours of instruction on their individual responsibilities for good government."

Closing with an optimistic note, Mr. Lynch said he believes that more and more Americans are becoming informed on vital issues.

"And those who are informed are becoming concerned, and are finding ways to inform others. When this occurs, free private enterprise will be understood and the word 'profit' will take on its most favorable meaning."

The luncheon honoring Mr. Lynch was sponsored by the Dallas Chamber of Commerce and the Dallas Electric Club.

*The Dallas
Morning News
October 2, 1962*

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

Gulf States Utilities Company
Beaumont Division

FOR *Outstanding Performance in Accident Prevention*
HAVING WORKED 3,000,000 MAN HOURS WITHOUT
A DETAILED RECORD FROM JULY 25, 1961 TO NOV 6, 1962
CHAPMAN, ACCIDENT PREVENTION COMMITTEE PRESIDENT

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

Gulf States Utilities Company
Lake Charles Division

FOR *Outstanding Performance in Accident Prevention*
HAVING WORKED 1,000,000 MAN HOURS WITHOUT
A DETAILED RECORD FROM NOV 8, 1961 TO OCT 23, 1962
CHAPMAN, ACCIDENT PREVENTION COMMITTEE PRESIDENT

News from the Live Wires . . .

Beaumont Employee Club Elects New Directors at Membership Meeting

MORE than 300 members and guests enjoyed mounds of boiled shrimp at the Live Wires Club's annual membership supper at Neches Station Assembly Hall last month.

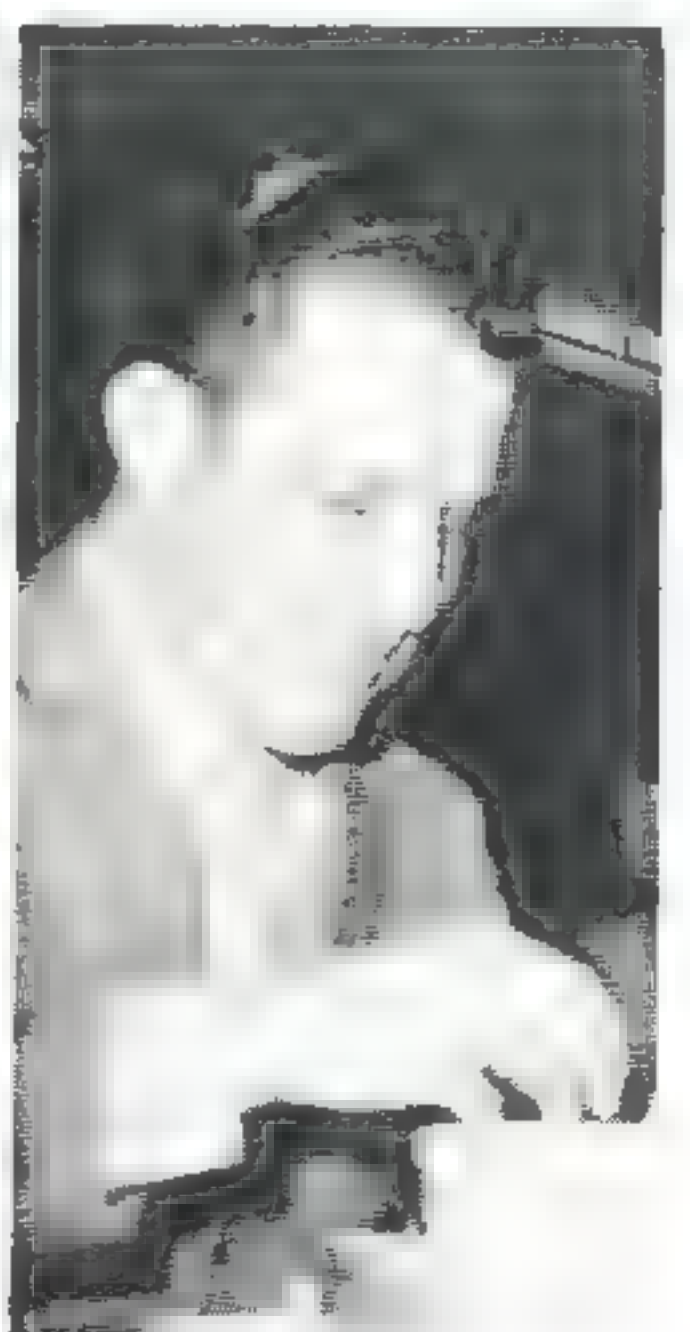
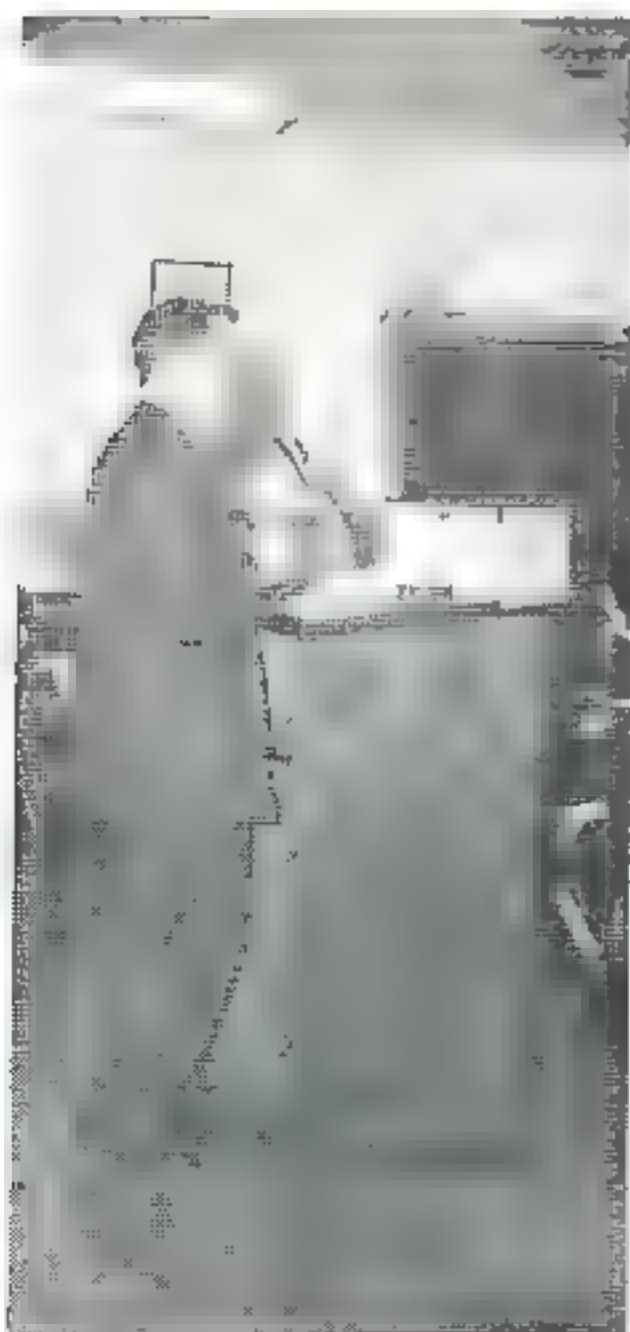
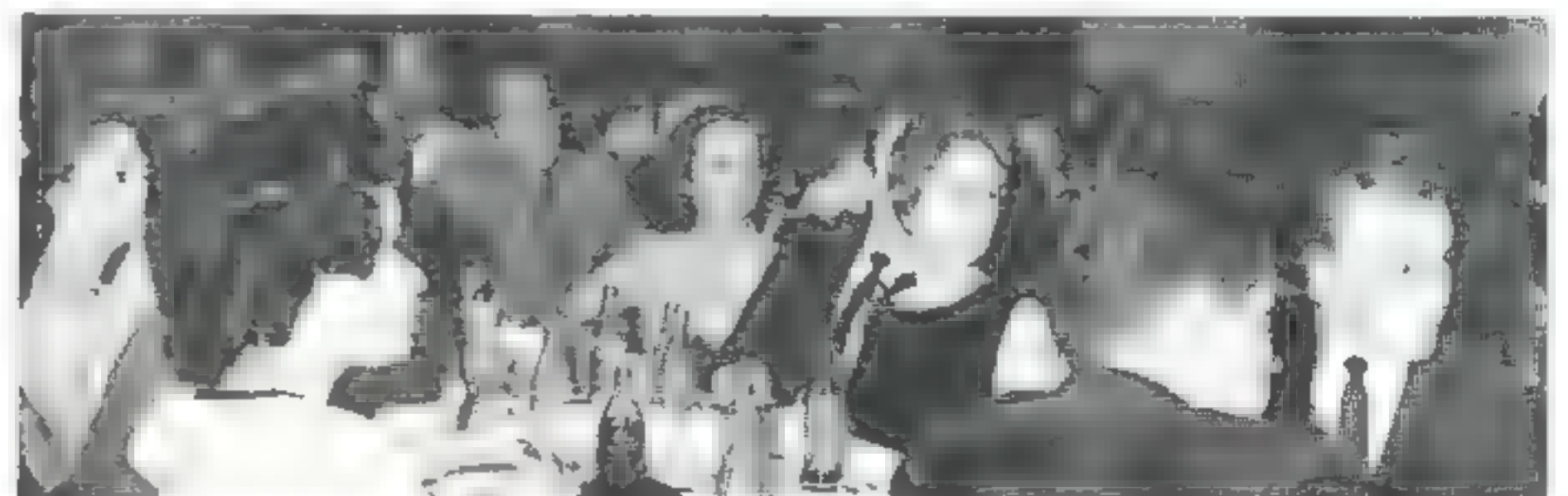
Following the supper the members elected five new directors for three year terms. Elected were Sheldon Fruge, Neches Station, Muriel Hayes,

Engineering (serving an unexpired term), Jim Moss, Beaumont Service Center, Bill Buckley, Accounting, Doug Watkins, Neches Station, was re-elected for a second term.

The board of directors at their November meeting re-elect Don Clawson, Engineering, president, Miss Hayes,

secretary-treasurer, and Mr. Watkins, vice-president.

On December 22, the Club will hold its annual Christmas dance in the Terrace Room of the Ridgewood Motel. Mr. Clawson said they expected 500 people to attend. Music will be by Kerry King and will be from 9 p.m. to 1 a.m.



SERVICE AWARDS

FORTY YEARS



J. D. Fleming
Production
Louisiana Station



R. L. Henry
Distribution
Lake Charles



W. M. Wilkinson
Treasury
Baton Rouge

TWENTY YEARS



Lillian A. Fabre
Treasury
Baton Rouge



Emma D. McMickin
Engineering
Beaumont



V. J. Braud
Distribution
New Roads



W. H. Burris, Jr.
Production
Sabine Station



S. J. Laurent
Production
Louisiana Station

TEN YEARS



Muriel A. Hayes
Engineering
Beaumont



C. E. Courtney
Production
Louisiana Station



L. W. DeSaw
Distribution
Beaumont



Willie Duhon
Treasury
Lake Charles



W. J. Goodwin, Jr.
Distribution
Baton Rouge



Andrew Landry
Distribution
Lake Charles



Albert Louviere
Distribution
Lafayette



T. K. McCrosky
Distribution
Lake Charles



J. E. McMorris
Production
Louisiana Station



F. J. Roffman
Distribution
Beaumont



J. E. Strickland
Distribution
Beaumont

over the COFFEE CUP



LAFAYETTE

CYNTHIA L. TRAHAN has left the Company to await a visit from Monsieur Stork. A small gathering of employees was on hand to say farewell and present the mother-to-be with a lovely bathinette. Cynthia was replaced by **Elaine Domingue** of Lafayette. Elaine is now departmental clerk in the Service Department. She is married and has one son, Mitch, age 5.

Another new employee in our Lafayette office is **Barbara Meaux** who replaces **Mike Chevalier**. Barbara worked for us before the birth of her second baby as a customer clerk in Accounting. Mrs. Chevalier and her family moved to Baton Rouge where Mr. Chevalier will attend classes at LSU. Mike has also worked for the Company in the Baton Rouge office.

Francine Delahoussaye is our new home service advisor. She replaced **Corinne Cook** who retired from the world of business to become full-time housewife and mother. Francine is from Lawtell and is a graduate of the University of Southwestern Louisiana.

Mr. and Mrs. J. R. Peckham, Sr., vacationed in the lovely state of



FOUR TIME WINNERS. Lafayette Gulf Staters have been the champions for four times in five attempts. 1962 champions of the Lafayette Adult Softball "Pastime League", playing for the IEWU are the following, top row: Wilson Meaux, Joseph Gresko, Garland Leger, Glenn Guidry, T. J. Thayer, Farley Sarver, Paul Granger, and Hubert Faulk; middle row: Edwin Judice, Joseph "Bomber" Gallett, Jeffery DeRouen, A. B. "Casey" Mitchell, Henry Legnon, manager, Paul Broussard, and Horace Trahan. In the bottom row are the team mascots, Keith Thayer, Wayland Guidry, Gerald Gallet, and Jacqueline LeBlanc.

Arkansas. Mr. Peckham is our district superintendent.

Our best wishes for speedy recoveries to **Mrs. J. K. Powell**, wife of our service foreman, who is doing nicely after an operation; and to **Bobbie Denais**, customer clerk-bookkeeper, who also had surgery on her wrist. Hope to see you both up and at 'em real soon.

Denis Dugas, Jr. vacationed especially to pick up some pointers on his game at the Cajun Classic Golf Tourney held in Lafayette each year at Oakbourne Country Club. This event usual-

ly attracts other golfers in the Company; one familiar face seen last year was **Luther Risher**, formerly of the Lake Charles Storeroom and now in Beaumont.

Something different has been going on here in Lafayette. **F. B. Sonnier**, distribution supervisor, has turned one of his tenant houses into a kind of "BACHELOR PAD" for the guys to use for suppers and general entertainment on Boys' Night Out. So far everyone has pitched in to fix up and do general repair work. They really



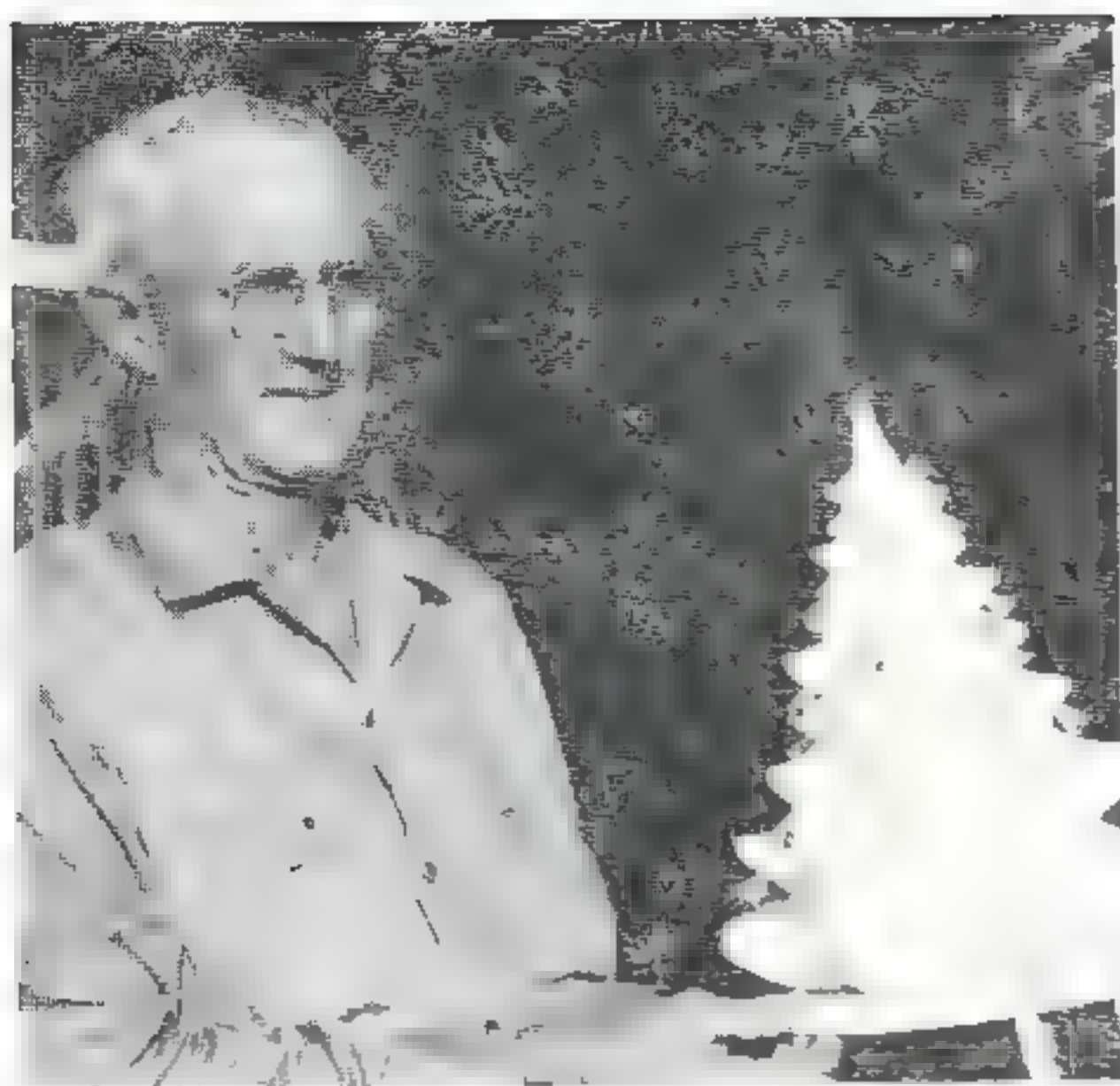
T'WAS THE NIGHT BEFORE . . . Vicki Lynn, daughter of Morris Creel, System Production,



Beaumont, runs through a scene that will be enacted all over the country on Christmas Eve



as the little ones try to catch a glimpse of the old gentleman in the red suit.



"SANTA IS COMING . . ." A. D. "Happy" and Sally McMillian, he's general line foreman in Port Arthur, recently completed this unique fourteen inch ceramic Christmas tree. After Sally finished the mold, "Happy" began the task of wiring 36 tiny lights from the inside. Regular series streamer wire was used with two control globes to make the lights twinkle. Each small bulb was carefully dismantled from its base and wired through pin hole outlets, made before the casting, then carefully reglued and placed in series. A control music box mounted beneath the small tree chimes out "Santa Claus is Coming to Town." You guessed it, this tedious project will be for their three lucky grandchildren, Kathy, Margie and Sally.

have a lively time out there in the country with fish and fish stories as the main topics on the agenda.

Mr. and Mrs. E. Rauschenberg had their son Milton and grandson as guests over the Thanksgiving holidays. Milton is an artist and is known in professional circles as Robert Rauschenberg. Bully is enjoying a lengthy vacation at his favorite pastime—hunting!

The Elmer Sudderths are spending their vacation in the Texas deer-hunting country. Your reporter has sampled some of the venison served in the Sudderth home and enjoyed it tremendously. Elmer is one of our line foremen.

The Charles Garys vacationed in the Missouri mountains this month. Charles is sales supervisor. R. E. Compton also vacationed this month—heard he hunted both here and in Texas. Dude is a line foreman.

Denis Dugas attended the races at the Fairgrounds in New Orleans recently. A source straight from "The Horse's Mouth" told us he didn't do very well. There's always a next time, Denis.

Your reporter visited her sister and family in Memphis, Tenn. this month. Appearing there on location was Martin Milner, star of the TV series "Route

66", and co-star Julie Newmar, who made one of the local nite-spots popular. Cynthia also saw Joan Crawford who was making a personal appearance there.

—By Cynthia Trahan



THE "X" watch at Neches Station had to work Thanksgiving Day but they did not miss out on the traditional turkey dinner with all the trimmings. The "thanks" go to J. V. Lasyon (operating engineer) and H. T. Henriksen (station engineer). The men reported that the meal was delicious.

—By Hazel Johnson

BEAUMONT Storeroom was saddened by the loss of Don Cowan, upon his promotion to store-keeper in Orange. Replacing Don in Beaumont is Bill Bloodworth.

—By Ken Londers

Sulphur

LEROY ANDERSON, Sulphur's porter, was on vacation three weeks during October. Leroy attended one of the Huntsville Prison Rodeos, the rest of his vacation was spent painting his house.

Luther Mosier, commercial sales representative, visited friends in Winnie, Texas, while on vacation in October.

Two Sulphur fishermen were responsible for the shrimp boil enjoyed by Sulphur employees recently. The shrimp were donated by W. T. Murrell and O'Neil Breaux. Our thanks to both of them.

Mr. Mosier, received his Certificate of Merit from Lions International for being a 15 year member of the Lions Club.

—By Pearl Darbonne

ORANGE

JAMES E. DOWIES, district supervisor of accounting, Orange, was recently elected to the Board of Directors of the Orange Kiwanis Club.

A double going away party was given for Harriet S. Babin and Johnny Prejean. Harriet was transferred to Baton Rouge as home service advisor for the Rural Districts. Johnny was promoted and transferred to Lake Charles where he will be storeroom supervisor, Lake Charles Division. We were sorry to see both leave, but wish them happiness in their new locations.

We welcome Lorna Moncrief of Port Arthur as our new home service advisor replacing Harriet. Lorna is a graduate of Lamar Tech.

We also extended a welcome to Don Cowan as store-keeper. We hope he likes Orange as his home.

—By Davie Carpenter



"HI THERE." Jill Maria is the five-month-old daughter of Mr. and Mrs. Charles F. Brown, he's a repairman at Louisiana Station.



WITH THE NAVY. Dallas Leslie David, Jr., son of D. L. David, substation operator, Baton Rouge T&D, is presently stationed with the U.S. Marine Corps at Camp Pendleton, California in the Medical Corps. Dallas, Jr. graduated from Baton Rouge High School in June, 1961 and entered the Navy in August, 1961. He took his basic training in San Diego.



WITCHES BREW. Witches Carol and Jacques Lalumandier, daughter and granddaughter of Curtis Johnson, test supervisor, Louisiana Station, prepare a potent brew for Halloween. Sharing in the fun are, left to right: Carol, Carol Macaluso and little brother, and Jacques.



HONORED BY FRIENDS. Ida Barri, Baton Rouge Accounting, was honored with an office show-er on the day she left the Company. Ida will get married this month in Texas where she'll make her new home while her husband attends college.



GETTING READY FOR CHRISTMAS—The three young sons of Mr. and Mrs. E. S. Krouse, Jr., (he's Area Development Engineer Baton Rouge) are Lynn, Gary, and Glynn. The message in the middle gives a hint as to what the smiles are all about, no doubt.



G. L. HAGLER, Port Arthur Meter Department supervisor, attended the A & M Short Course for Metermen. He presented a paper and demonstration on 4-Wire Delta Metering. He was initiated into the Royal Order of the Ruptured Current Coil Club.

—By Helen Powell



IDA BARRI, a cashier in Baton Rouge Accounting, said good-bye on November 16. Ida is getting married this month in Texas. She will reside in Texas while her husband attends college. She received many wonderful gifts from her friends here and we'll all miss her.

We also have a new girl, **Bonnie Seals**, who is taking Ida's place. She will work as a contact clerk. Bonnie is a new bride herself. She was married to Lindsey Seals on November 23.

—By Nancy Hoehn

AMONG the winners in the annual Recreation and Parks Commission and Ford dealers events at Memorial Stadium in Baton Rouge was **Archie L. McClure, Jr.**, son of Mr. and Mrs. Archie L. McClure, repairman at Louis-

iana Station. Archie, Jr., was a winner in the punt, pass and kick contest.

In October, **Mr. and Mrs. Lovett Young** celebrated their 35th wedding anniversary at the home of Mr. Young's brother in Houston. They were given a surprise party with all of Mr. Young's brothers and sisters and their children present.

Everyone at Louisiana Station enjoyed a recent visit from **W. L. Harger**, a retired GSUer.

Congratulations to **Mr. and Mrs. George H. Naquin**, who were married, November 17, in St. Thomas Moore Catholic Church. Mrs. Naquin is the former Angelina Peragine. Mr. Naquin is a repairman at Louisiana Station.

Among those enjoying vacation were **Mr. and Mrs. J. L. Gallup** who spent a week in New Orleans and a week in Monroe visiting friends. **Mr. and Mrs. E. D. Kelly** went to Dallas, Fort Worth and Waco, Texas. **Mr. and Mrs. J. O. Bauman** reported a big fishing trip in Pensacola. After much thought and consideration Messrs. **John E. Hill, Wayne L. Huff** and **James A. Rathcke** decided that Baton Rouge was the best place to spend a vacation, so they enjoyed just staying home.

—By Frances Heffner



PHILIP IATESTA III, auxiliary operator at Nelson Station, spent two weeks vacationing with his parents,

Mr. and Mrs. Philip Iatesta, Jr. and brother, George, in Philadelphia. He also visited his alma mater, Williamson Trade School.

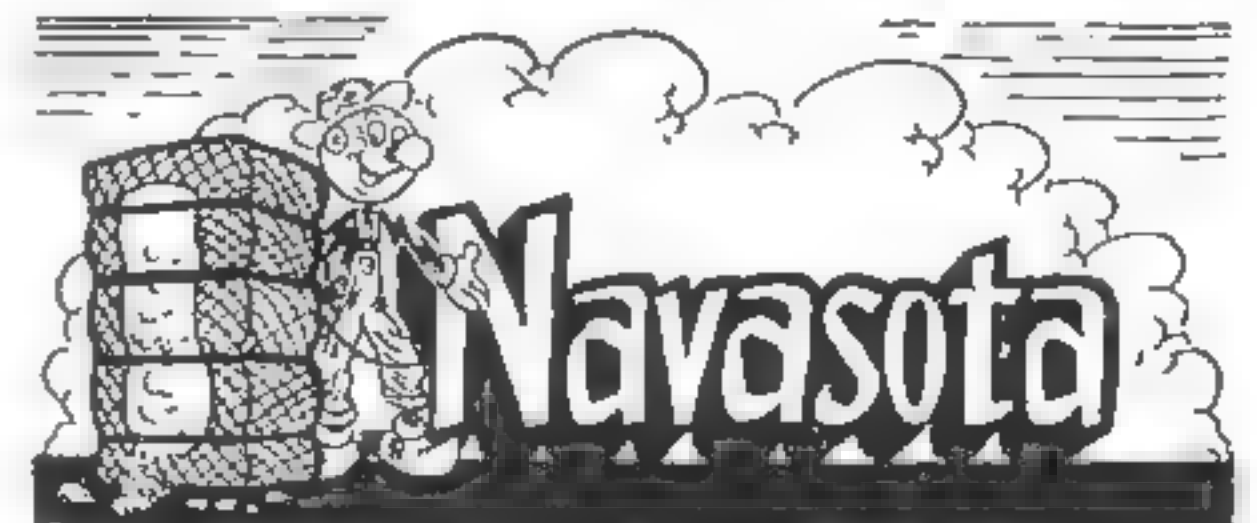
Congratulations to **Sam H. Chamberlain** upon his marriage to Sharie Winborn, October 6, in Elizabeth, Louisiana. The couple is making their home in Lake Charles.

C. W. Doucet, G. R. Laningham and **C. H. Watler** attended Industrial Management Club Conference for officers and committee chairmen in Shreveport on the week-end of October 6.

Milton H. Pharr spent the first part of his vacation in Grand Isle, Louisiana, trying out a new 17 foot Higgins boat. He got in plenty of fishing and water skiing. The last part of vacation was spent in Rayne with his parents.

Buck Mouhart was elected co-chairman of the special events committee of Muscular Dystrophy for Calcasieu Parish. On November 17, he and his comedy partner, Les Booth, along with other performers entertained at a dance given to raise funds for this cause.

—By Dora Ann Johnson



GUESTS in the home of Navasota Division Manager and Mrs. **H. C. Levois** for the Thanksgiving holidays included their two grandsons, **Kyle**, son of **Charlotte LeVois Hoepner**, Beaumont, and **Dean**, son of **Martha LeVois Davis**, San Antonio.

—By Jeanette Sangster



Congratulations
on
your
promotion

Pierre O. Savant, Jr., Beaumont T&D-Line, promoted to lineman first class.
Thomas W. Fails, Beaumont Engineering, promoted to communication service-man, second class.
Charlie D. Young, Beaumont Treasury, promoted to key punch operator senior.
Curtis L. Kurten, Navasota T&D-Line, promoted to apprentice-T&D.
James C. Davis, Port Arthur T&D-Line, promoted to lineman fourth class.
Ray A. Jackson, Baton Rouge T&D-Line, promoted to lineman fourth class.
Joseph C. Bordelon, Baton Rouge T&D-Line, promoted to lineman fourth class.
John J. Window, III, Lake Charles, promoted to repairman second class, Nelson Station.
David E. Lewis, Lake Charles T&D, promoted to substation mechanic fourth class.

Welcome
to
GSU



Ernest O. Hatcher, Beaumont, Production, employed as a painter-unclassified at Neches Station.
Nathaniel Brown, Jr., Beaumont Production, employed as a laborer at Neches Station.
William R. Bryant, Jr., Beaumont Distribution, employed as a helper in the T&D-Line.
Carol K. Allen, Beaumont Distribution, employed as a departmental clerk in the T&D-Engineering.
Artis G. Scott, Navasota Distribution, employed as a helper in the T&D-Line.
Ronald R. Blackburn, Baton Rouge Distribution, employed as a shop and field tester.
Olan Richard, Jennings Distribution, employed as a helper in the T&D-Line.
Thomas F. Sparks, Jr., Beaumont Engineering, employed as an engineering helper.
Sammy J. Young, Beaumont, employed as a stenographer in Corporate and Finance.
Anne H. Johnson, Beaumont Treasury, employed as a key punch operator in IBM-General.
Wanda J. Picard, Orange Treasury, employed as a clerk in Customers Accounting.
Clyde M. Sanford, Beaumont Treasury, employed as an accountant-junior, Plant Accounting.
Barbara N. Renfro, Huntsville Treasury, employed as a local office clerk.
Geneva N. Laird, Baton Rouge Treasury, employed as a clerk in Customers Accounting.
Donald B. Fontenot, Sulphur Treasury, employed as a meter reader.



Familiar faces
in
new places

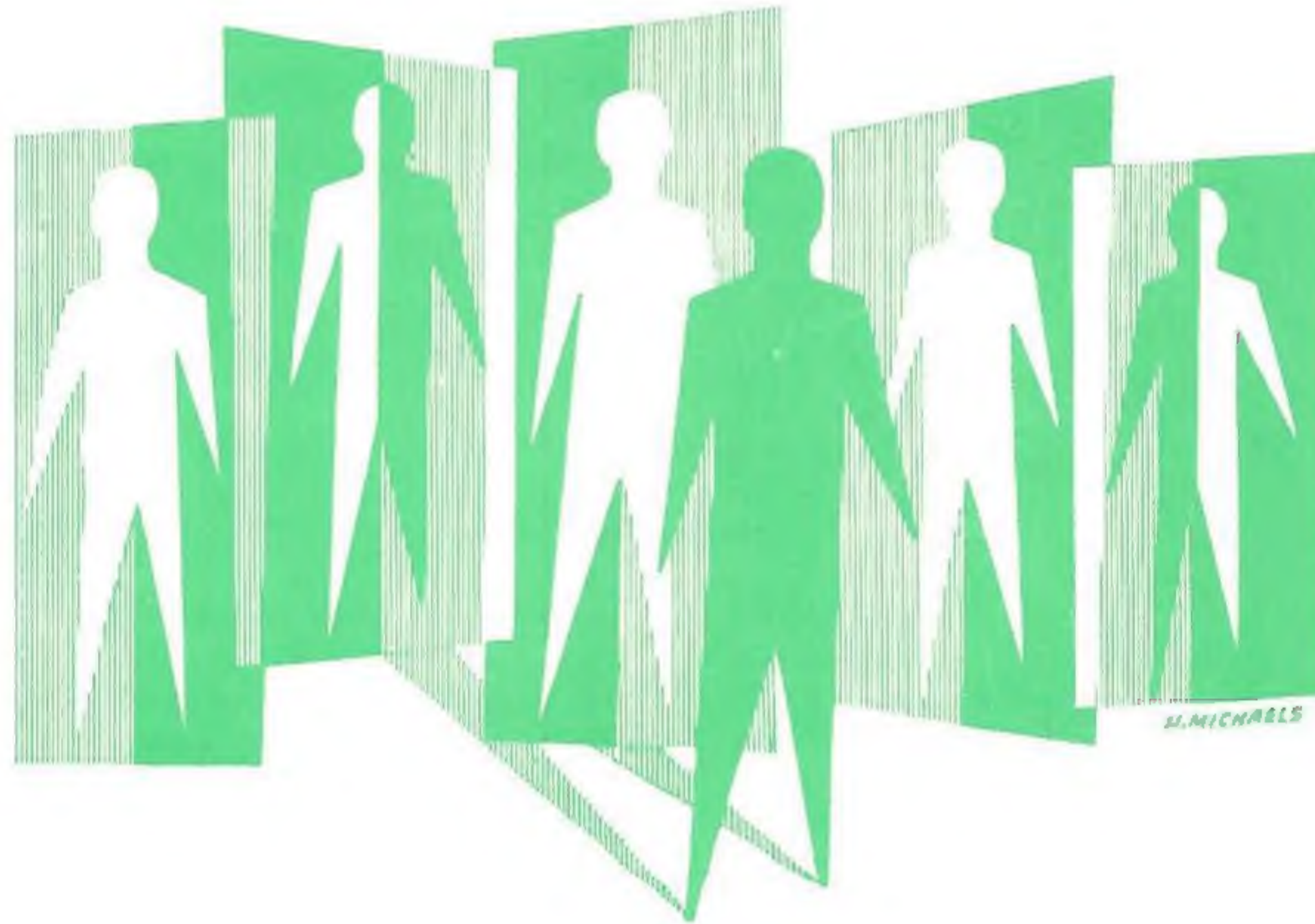


Bobby Fleming, Beaumont Treasury, transferred from IBM Machine Accounting-General to accountant, junior, Plant Accounting.
Allen J. Hernandez, Lafayette T&D, transferred from helper-T&D to meter reader, Treasury.



Mr. and Mrs. Hal J. Ridley on the birth of their son, **Leon Eric**, October 31. Mr. Ridley is an employee at Neches Station.
Mr. and Mrs. J. D. Shephard on the birth of their son, **Scott Delmar**, October 31. Mr. Shephard is an employee at Neches Station.
Mr. and Mrs. Dennis Forston, he's a substation operator at the Front Street Substation in Orange, on the birth of their daughter, **Tammy Lee**, November 5.
Mr. and Mrs. Bill Bloodworth, Beaumont Storeroom, on the birth of their twin boys.
Mr. and Mrs. James Tucker, on the birth of their daughter, **Ami Elizabeth**, October 18. Mrs. Tucker is the former Anna Levy Lusk, daughter of **Mr. and Mrs. A. P. Lusk**, he is labor foreman at Louisiana Station.
Mr. and Mrs. C. W. Winborn, residential sales supervisor, Navasota Division, on the birth of their first grandson, **Walter Kurt Klinge**, son of the **Rev. and Mrs. Walter Klinge** of Houston. Mrs. Klinge is the former Dorothy Winborn.
Mr. and Mrs. Phil Newman, superintendent of sales, Navasota Division, on the birth of their first granddaughter, **Elizabeth Ann**, daughter of **Dr. and Mrs. Phil Newman, Jr.**, of Lake Charles.
Jeanne and Alan Levine on the birth of their third child, **Todd Joseph**, November 3, in St. Patrick's Hospital, Lake Charles. Alan is employed at Nelson Station.

WATCH THAT IMAGE



There's a lot of concern today about 'projecting a good image.' Statesmen, even nations, worry about it.

Maybe the image thing is overdone. An image isn't necessarily accurate. Still, an image is the mental picture that people form—and so it is important.

How about *your* image?

The way your fellow-workers and supervisors see you can be very important to your future.

Do you take pride in the kind of job you do? Give some thought to suggestions for improving your operation? Do you follow safety rules? Try not to waste time and materials? Avoid lateness and absenteeism?

If so, your image will be that of a popular, respected co-worker and a valued employee.

If not, the image you reflect may be less to your liking.

So give some attention to that image of yours.

And A Happy New Year

MAKE a wise choice when selecting your Christmas tree. Choose a small tree instead of a large one. A small tree can be just as pretty and it's less of a hazard.

EVERGREEN, cedar, balsam or pine, keep the tree outdoors until you are ready to install it.

REMEMBER, your tree will look the freshest, if you don't install it until just before Christmas.

RADIATOR heat isn't good for trees. Set the tree up in the coolest part of the room, away from radiators, heaters and fireplaces.

YOU should stand the tree in water to retard drying.

CARE should be used in selecting decorations. Use fireproof decorations of glass or metal, never cotton or paper unless they are flameproof.

HINT to father and junior: Don't set up electric trains around or near the tree.

REGARDING tree lighting, use electric lights—never candles. Inspect every electric socket and wire to make sure set is in good condition. Discard lighting sets with frayed wiring. When buying new sets, look for tag or label showing listing by Underwriter's Laboratories, Inc.

INCIDENTALLY, provide a switch at some distance from the tree for turning tree lights on and off.

SHOULD you desire to save some of your gift wrappings, fold them neatly for later use. Other gift wrappings should be discarded safely and promptly after presents are opened.

THIS is important: Don't leave Christmas decoration lights burning when away from home.

MAKE an inspection of the tree from time to time to see whether any of the needles near the lights have started to turn brown. If so, change the position of the lights.

AND when needles start falling, take the tree down and discard it outdoors.

STICK to these rules and you will keep Christmas merry!

The First Christmas . . .

HE, who first wrote the name, wrote it at the end of the list—below every name. He was a Roman officer, charged with the duty of the census in the district about Bethlehem. All day long the line of tired pilgrims had filed before the desk. At last the wearying record was completed; the officer set himself to reviewing the columns. Then suddenly a shadow fell across the page. He turned impatiently toward the doorway to see the figure of a stalwart man outlined against the setting sun, a child in his arms.

"I could not come earlier," he said "the child was born last night."

"You are at the inn?" the officer asked.

"No, we arrived too late; the babe was born in a manger."

"Your name?"

"Joseph."

"Of what tribe?"

"The tribe of Benjamin and David. We are the descendants of kings," he added.

The officer did not look up. The world was full of the sons of former kings—and now there was no king but Caesar, lord of the earth by right of war.

"Your wife's name?"

"Mary."

"And the child's?"

"Jesus."

The voice of the big man was soft, as though fondling the syllables.

"It means the Saviour of his people."

The officer merely nodded.

"Jesus, son of Joseph, of the tribe of Benjamin," he wrote and closed the book. It was the last name on the list.

—From an old Masonic publication.

